



Press Release

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For General Distribution

## **30,000 PEOPLE CELEBRATE IN TRAFALGAR SQUARE FOR THE JOYOUS FESTIVAL OF DIWALI**

- **Lycamobile celebrate Diwali with extension of 1p to India Mobile and Landline promotion**

**Lycamobile**, the International mobile provider, is delighted to announce that over 30,000 revellers came together on Sunday the 31<sup>st</sup> of October to celebrate Diwali in style at the GLA organised Diwali on the Square event, held at London's prestigious Trafalgar Square.

"We are delighted that the event was embraced by so many people, it really is a tribute to the spirit of Diwali that so many of our friends and valued customers could join us to celebrate this joyous occasion. We would like to thank all of our valued customers and as a festival treat we will be extending our 1 pence per minute promotion to India mobiles and landlines," commented **Milind Kangle, CEO, Lycamobile**

For Diwali, **Lycamobile** customers are able to make calls to India mobiles and landlines for only 1p per minute anytime, everyday, making calls to friends and family in India even more affordable.

"Our mission is to constantly drive down the costs of international mobile calls for our customers whilst offering the best quality on our network. We will continue to ensure that our customers get the best value service when they choose **Lycamobile**," added **Milind Kangle, Chief Executive Officer, Lycamobile**

Using the **Lycamobile** SIM, customers can make high quality, low cost international calls directly from their mobile without entering access codes or PIN numbers, which makes calling abroad easier and more efficient.

- ENDS -

**Notes to Editors**  
**Media contacts**

Karla Botton  
Senior Marketing Manager  
Lycamobile  
Tel: +44 (0) 207 536 6491  
Email: [karla.botton@lycatel.com](mailto:karla.botton@lycatel.com)

**About Lycamobile**

Lycamobile ([www.lycamobile.com](http://www.lycamobile.com)) is a prepaid SIM card product that provides low-cost, high-quality international calls direct from mobile phones. Lycamobile is already distributed through a European network of more than 300,000 retail outlets. The brand is already Europe's largest pre-pay MVNO with 6 million customers across Europe. Present in nine markets, Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010. A new customer joins the Lycamobile family every 5 seconds.

