



## 10th Asian Achievers Awards Winners 2010

# Best Overall Enterprise

## Subaskaran Allirajah

Subas is a high profile industry thought leader, a visionary and entrepreneur and has over 15 years experience leading the prepaid telecommunications market where as a keen entrepreneur he has a proven track record of realising key opportunities to grow the Lycatel and Lycamobile brands.

Lycatel now enjoys operations in 15 global markets, has over 9 million customers and originates over 19 billion minutes of telecoms traffic per year.

Lycamobile launched in 2006 is now present in nine European markets, has over 6 million customers and is recognised as the leading international mobile provider for those that need to call family, friends and colleagues in international markets. Lycamobile under Subas's leadership is on target to achieve its mission of acquiring 7 million customers in 2011 and has now set its sights on acquiring 20 million global subscribers by 2012.

*He said, "I am delighted to accept this award on behalf of the Lycamobile and Lycatel group of companies. I am proud to serve the community and delighted that the hard work and effort that the Lycamobile and Lycatel team have made in growing the business has*



*been recognised by the Asian Achievers Awards. I would like to take this opportunity to thank the organisers of the Asian Achievers Awards, our fantastic customers, my colleagues and also my family, without their support we would not have achieved this success."*

# Lycamobile wins Best Overall Enterprise 2010 at the Prestigious Asian Achievers Awards

**S**ubaskaran Allirajah, Chairman of International mobile telecoms provider Lycamobile, picked up the award on behalf of Lycamobile for the Best Overall Enterprise 2010 at the prestigious Asian Achievers Awards, held at Wembley Stadium on Thursday the 30th of September.

The Asian Achievers Awards is the most respected award ceremony in the Asian community and celebrates the best in Asian sport, business, and community achievements. The event held at Wembley Stadium attracted a host of dignitaries and celebrities including Lord Tom McNally the Minister of State at the Ministry of Justice, Sir Gulam Noon MBE, The Rt Hon Keith Vaz MP, novelist Jeffery Archer, as well as England Cricketer and Strictly Come Dancing Winner Mark Ramprakash. has over fifteen years experience leading the prepaid telecommunications market where as a keen entrepreneur he has a proven track record of realising key opportunities to grow the Lycatel and Lycamobile brands.

Subaskaran's knowledge, drive and determination have been instrumental in the success of the Lycatel and Lycamobile brands, driving Lycatel into the global market leadership position for the calling card industry and Lycamobile into the European market leading international prepaid mobile business.

Lycamobile under Subaskaran's leadership is on target to achieve its mission of acquiring 7 million mobile subscribers in 2011 and has now set its sights on acquiring 20 million global subscribers by 2012.

For the month of October, 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. A new evening offer allows Lycamobile customers to call Pakistan for 4p per minute and Bangladesh for 2p per minute between 6pm and 6am every day of the week until the 31st of October 2010.

The Lycamobile brand present in nine markets, including Belgium, Denmark, Spain, Sweden, Switzerland, Italy, Netherlands, Norway and the UK, is already Europe's largest pre-pay MVNO with over 6 million customers across Europe. Lycamobile 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 including Tesco, Asda, Sainsburys and Morrisons.

Lycamobile continues to grow rapidly with further market launches planned throughout the remainder of 2010 and 2011. Lycamobile is now poised to expand



**Subaskaran Allirajah, Chairman of International mobile telecoms provider Lycamobile**



their global footprint thanks to the over £200 million investment made in people, process, brand and state of the art technology that has led to the launch of unique innovative product features such as international conference calling, call waiting, missed call notification and multilingual voice capabilities.

Lycamobile's vision is to create world-class telecommunications organisation where their talented people team up with business partners to continually drive down costs and deliver superior value propositions to their customers.