

**Immediate Release**

Press Release: **Sponsorship**

## **Lord Paul, Lord Desai, Lord Bilimoria and Siddharth Mallya inducted into the 'PowerBrands Hall of Fame' at the Lycamobile sponsored 'Indian PowerBrands' Conference.**

**Lycamobile** sponsored the first ever award ceremony celebrating the achievements of India's most powerful brands. The Indian PowerBrands concept was conceived as an opportunity to recognise top brands and business icons for their achievements. The one day conference which took place in London's Marriott Hotel, Grosvenor Square, honoured the top marketers for their efforts in building and maintaining global brands. A gala dinner followed where 20 business icons including Lord Paul, Lord Desai and Lord Bilimoria were inducted into the Indian PowerBrands Hall of Fame.

During the event, Subaskaran Allirajah, **Lycamobile Chairman**, presented the award for Best Team to Siddharth Mallya for the Royal Challengers Bangalore cricket team. He commented, "I am honoured to have presented this award to Mr Mallya, whose family have played such a significant role in India's industrial success

story. Mr Mallya has shown inspirational leadership at the Royal Challengers and is truly deserving of this award.+

Milind Kangle, **CEO Lycamobile**, delivered the opening address at the gala dinner and congratulated all the winners for their achievements. He added %a our sector we are a PowerBrand. Lycamobile is the largest global brand that provides high quality affordable international mobile calls. We have achieved this by focusing on FMCG disciplines and our brand values of fresh, clear, welcoming and human+. Mr. Kangle also presented an award to Mr. Karun Chandhok, the most successful Indian racing driver.

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**About Lycamobile**

Lycamobile is a prepaid mobile SIM card provider that provides low-cost, high-quality international and national calls to over 6.5 million customers across 14 countries (UK, Netherlands, Belgium, Switzerland, Denmark, Norway, Sweden, Italy, Spain, Australia, France, Germany, Poland and Ireland). Lycamobile is available through an extensive network of more than 500,000 retail outlets. The brand was initially introduced in 2006 and is already Europe's largest pre-pay MVNO. Lycamobile continues to grow rapidly with further market launches planned throughout 2011 and 2012.

Website - [www.lycamobile.co.uk](http://www.lycamobile.co.uk)



**'Indian PowerBrands' Sponsored by Lycamobile Event Photos**



**Left to right:** Subaskaran Allirajah, Siddharth Mallya and Prof. Arindam Chaudhuri



**Left to right:** Milind Kangle, Karun Chandhok and Prof. Arindam Chaudhuri



**Left to right:** Milind Kangle