



Press Release

PLINTRON and LYCAMOBILE announce business partnership to globally roll out offerings in the MOBILE VIRTUAL NETWORK AGGREGATOR Market

Chennai, 5th September, 2011;-

Plintron Global Technology Solutions Private Limited (Plintron), a niche player in Enterprise Mobile Convergence and **Lycamobile**, the largest global MVNO, today formally announced their global partnership to lead the MVNA (Mobile Virtual Network Aggregator) market. To formalize the announcement, a 'Memorandum of Understanding' (MoU) was signed today.

This partnership builds on Plintron's successful 14 country launch of Lycamobile's services and hosting on a private cloud based mobile core network infrastructure. In the last one year, Plintron and Lycamobile, jointly have been instrumental in commercialization of the MVNA business model in the UK. MVNA is a partnership of a Mobile Virtual Network Operator (MVNO) and Mobile Virtual Network Enabler (MVNE) to enable mobile telephony based services for other brands. This service will enable a range of brands to launch a mobile proposition to complement their core businesses in the most efficient cost and timeframe.

Speaking on the occasion, **Mr. Mohan Kumar, Founder & CEO, Plintron** said, *"In the dynamically growing telecom industry, the MVNA model would play a vantage role in the*

coming years. With the market promise of multi-billion Euros turnover, in the MVNO (Mobile Virtual Network Operator) market alone, the initiation of MVNA model based solutions have a definite potential of enormous margins that it could fetch. Plintron holds a nice and specialised strength of experience, domain knowledge to offer solutions to small to larger MVNA businesses. We aim to get 10% market share in the initial phase.”

The quick turn-around time of solutions and execution, that Plintron is known for, plays an important part in increasing revenue for client companies. The current partnership with Lycamobile will be initially started in Europe and Australia”, Mohan Kumar added

“We are very happy about our partnership with Plintron and we are closely working with them to enable various industry offerings to all our customer segments through Plintron mobile convergence platforms”, said **Mr. Subaskaran Allirajah, Chairman, Lycamobile Group.**

Mr. Milind Kangle, Group CEO, Lycamobile said, “Plintron and Lycamobile have a strong relationship and have a long-term technology and managed services contract. We are very happy with their ability to support quick go-to market strategy and high quality services which has enabled us to operate in 14 countries. We are very confident of Plintron’s capabilities in helping us achieve our mission of acquiring 20 million global customers by 2012.”

A study says that by the year 2015, 80% of people in the world using mobiles will be accessing the internet entirely via mobile instruments. With such a phenomenally growing mobile telephony industry, mobile technology and convergence continues to merit close attention as an enabler to many verticals as well. Speaking on this, **Ms. Subhashree Radhakrishnan, Co-Founder & COO, Plintron** said, “ Plintron is renowned for its quick turn-around time of solutions and execution of end-to-end or customised offerings. We have developed in-house mobile telephony platforms and has commercialized in 17 countries, and processes close to 80 million minutes per day amounting to 2.4 billion minutes a month. In the one year, we have forayed into the Financial Services domain that supports card

issuance of prepaid money cards. We are also expanding our services in the Travel domain. Projects are already piloted in Plintron's platform with a leading global distribution system in travel industry to enable e-ticketing and travel in the UK." "This means a paradigm shift is already visible in internet-enabled solutions by convergence of mobile technology into various domains", she added.

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Backgrounder

About Plintron Global Technology Solutions Private Limited:

Plintron Global Technology Solutions Private Limited, is a niche player in the Enterprise Mobile Convergence arena. Plintron provides mobile telephony based platform and associated Managed Services for Telecom, Financial Services and Travel industries.

Plintron provides technology and solution for enterprises mobile convergence (EMC) and also manage the services 24x7, so that customers can focus on their core business. It's major roll-outs are for MVNOs providing converging voice, data and video across US and Europe catering to 17 countries successfully. Plintron's EMC offerings include enabling Fixed Network Operators, International Long Distance providers, IN Platform for International Calling providers, Satellite TV, any Other industry entrepreneurs with their brand value to launch new mobile services as a Mobile Virtual Network Operators (MVNO) using an existing partner Mobile Network Operators (MNO). PLINTRON has R&D initiatives in developing the Mobile convergent solution for Banking, Travel industry this year.

Website - www.plintron.com

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 has already distributed through a European network of more than 500,000 retail outlets. The brand was initially introduced in The Netherlands 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