Plintron enters Portugal mobile market with its partner Lycamobile

Announces its readiness for offering MVNA services

Chennai, India, 6th November 2012:

Plintron, today announced its entry into the Portuguese market through its business partner, Lycamobile who has recently launched its high quality affordable mobile services. This marks Plintron's successful integration and testing with Vodafone Portugal.

Plintron, a niche global player in enterprise mobile convergence, provided the technology platform and end to end customer management, enabling Lycamobile to commence its services in Portugal. The move into Portugal will extend Lycamobile's footprint across Europe to over 85% of the European population.

Portugal is significant for both Plintron and Lycamobile, as the country has a mid-sized but advanced telecom market, with a growing customer base. The Lycamobile value proposition targets expatriate and ethnic customers with affordable high quality international and national calls enabling customers to stay in touch with their friends and family back home. Plintron views Portugal as a potential market for MVNA (Mobile Virtual Network Aggregator) services, where brands that have a substantial subscriber base can penetrate the market and add to their revenue streams, through MVNA tie-ups and services.

Subaskaran Allirajah, Group Chairman of Lycamobile commented: "Our €250m investment in people, process, technology and brand over the past decade has enabled Lycamobile to move fast and maintain a superior service to our customers. Launching in the Portuguese market is a significant milestone for Lycamobile. Not only does it cement our position as having the greatest coverage of the European population than any other mobile operator, it also enables us to provide affordable high quality international calls to the Portuguese communities in countries where Lycamobile already operates".

Milind Kangle, Group Chief Executive of Lycamobile added: "We are aware that many customers will be using the service to call their friends and relatives in Brazil and around the world. Our launch offer includes the opportunity for Portuguese residents to call back home for just 3cents per minute to landlines and 9cents per minute to mobile. In addition to this our customers will get one flat national rate of 8cents for calls to mobiles, landlines and SMS".

Mohan Kumar Sundaram, Founder and Chief Executive Officer, Plintron said, "Portugal has a modern and flexible telecommunications market with one of the highest mobile phone penetration rates in the world. This launch is delightful for Plintron because of the growth potential it promises, particularly in the MVNA space. We intend to tap MVNA opportunities where existing or new brands can take the MVNA route to telecom, and we are glad we are prepared completely to offer MVNA services as well."

Subhashree Radhakrishnan, Co-Founder and Chief Operations Officer, Plintron, added: "Plintron has experience in developing, implementing and governing operational procedures and complete readiness across NSS, BSS and IT, content and value added services."