



Press release

## Presidential visit to India: a positive outcome for Lyra

**Toulouse, April 10th 2018 – the Lyra group, a leader in securing e-commerce and proximity payments, draws a positive assessment of its participation in the delegation of French companies selected by Business France to accompany the presidential trip to India in March.**

**Through meetings and exchanges with players in the Indian economy but also through sharing experiences with French companies interested in setting up in India, Lyra was able to strengthen its reputation, network and activities.**

### **A boost to business development**

First established in India 10 years ago, the Lyra group signed a major contract for equipping between 150,000 and 220,000 postmen with payment terminals. As part of this large project, Lyra will provide SIM cards that will allow to secure the connections of these payment terminals. *"This contract is already signed but being part of the official delegation reinforces our credibility, especially with institutions, and serves as an additional sign of reliability.* Moreover, it allowed us to more easily solicit a public authority for organizing a high-level meeting with the Post Office Department", explains Christophe Mariette, Director of Sales of the Lyra Group and President of Lyra India.

Beyond this project, meetings with numerous companies and in particular with Indian banks have laid the foundations for future partnerships. *"With the demonetization plan launched in the country in 2016 and the subsequent increased use of bank cards, we have multiplied our traffic by 5, thanks to our infrastructure capable of coping with these changes.* To continue to benefit from these developments, it is very important to talk about Lyra in the Indian payment ecosystem", continues Christophe Mariette.



With this presidential trip, Lyra has taken a new step that should boost the launch of its two new offers: online payment for e-commerce in fundraising mode and direct interconnection with several card networks, such as Visa, Mastercard and RuPay (a local player with the development of a switch solution, offered by very few companies on the Indian market).

## A spotlight on Lyra



Participation in the official delegation puts a spotlight on selected companies. In addition to discussing its activities with Emmanuel Macron and Jean-Yves Le Drian, Lyra also had the opportunity to share its experience and success in India during two events:

- a round table at the French Embassy with companies from the Indo-French Chamber of Commerce;
- a presentation at *Invest India* in the presence of banks, startup hubs, and the new "French Tech" ambassador, John T. Chambers (former CEO of Cisco).

*"The spotlight on our Indian success story is very beneficial to us: these exchanges have given us access to some economic and media players. Meetings with journalists and articles in the press have an impact on our notoriety and our ability to attract talent, especially since we are currently recruiting 20 people. This media coverage is also important because it is a form of recognition of the work accomplished by our local teams", concludes Christophe Mariette.*

### About Lyra:

Founded in 2001 by Alain Lacour, Lyra secures e-commerce and proximity payments and develops value-added services to manage transactions and POS equipment on a daily basis. Based in Toulouse, Lyra is present internationally with 10 subsidiaries (Algeria, Germany, Brazil, Chile, Spain, India, Mexico, Argentina, Colombia and Peru). The group has over 250 employees for a turnover of €53M in 2017.

Lyra's key figures:

Over 10 billion payments secured and transmitted in 2017 worldwide

Over 50,000 e-merchants

Over 3,000,000 payment terminals worldwide

Lyra's services are certified PCI DSS, Visa Merchant Agent and approved by GIE Cartes Bancaires.

<http://www.lyra.com>

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