



Press release

## The Lyra group will be joining the delegation of French companies that will accompany Emmanuel Macron on his trip to India

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**Toulouse, March 7, 2018 - On the occasion of the presidential visit to India on 10-12 March, 18 French companies, accompanied by the Business France Agency, have been selected to join the President during his visit. The Lyra group, a leader in securing e-commerce and proximity payments, is part of this delegation.**

**Lyra, which has been established in India for 10 years now, has 35 employees in Mumbai and generates a turnover of 5 million euros. Beyond the recognition of its development in India, this trip is an opportunity for Lyra to strengthen its network and its activities.**

*"We are very proud to participate in this delegation that will accompany the President of the Republic.* This visit represents a unique opportunity to access key contacts, to boost our business and highlight our Indian "success story", says **Christophe Mariette, Associate Director of the Lyra group and President of Lyra India.**

### India, a very dynamic and innovative market

With 7.6% growth per year, India is among the top 10 largest economies and is a true driving force of global growth. The structure of its market, particularly around services and industry, makes the country increasingly attractive for international companies.

In the payment sector, many changes are currently taking place: economic changes, certainly, which include the massive demonetization plan launched in November 2016 to fight against corruption and dirty money, which has increased the use of bank cards in the country, and technological changes, with a strong inclination toward new types of mobile experience.

"Lyra is one of 400 French companies that put faith in India and chose to set up their business there," explains **Rajesh Denai, Director of Lyra India.** "*Today, we have a major ambition in this extremely promising market: we are currently strengthening our on-site teams with 20 new hires to support our growth and double our turnover.*"

### 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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