

Lyric labs signs MOU with Al Hathboor group in DUBAI

Coimbatore based Lyric Labs India, engaged in content localization and multilingual publishing needs of various industries, and has entered into a MoU with Al Hathboor of Dubai to promote content localization services in the Middle East and North African (MENA) markets.

Coimbatore, Tamil Nadu, IND, 2008-04-16 15:45:07 (IndiaPRwire.com)

Coimbatore based Lyric Labs India, engaged in content localization and multilingual publishing needs of various industries, and has entered into a MoU with Al Hathboor of Dubai to promote content localization services in the Middle East and North African (MENA) markets.

Mr.VR Sasidar, Chief Executive of Lyric Labs India, Coimbatore and Mr. Abdulla Saif Al Hathboor, Chairman & MD of Al Hathboor Group signed the Memorandum of Understanding during the annual day function in DUBAI.

By signing this MoU, Lyric Labs has given rights to Al Hathboor to use Lyric Labs' brand name in the Middle East market for promoting content localisation services. Lyric Labs will extend its support to Al Hathboor Informatics, a subsidiary of Al Hathboor group, in promoting the abovementioned services in the MENA market.

Commenting on the occasion, VR Sasidar said, 'We have developed certain proprietary translation service business model for support of clients looking for native, accurate and low cost translation services. We desire to promote this low cost translation services around the globe through strategic business partners with sound local presence. The present tie up will help us to achieve our goal of promoting the service in other parts of the world'. The MoU will be in force for a period of two years from the above said date (7th Feb.2008) and is automatically renewable for the next two years without any further procedures. The tie-up will increase Lyric Labs financial performance by atleast 3 to 4 times in the coming year.

- END - Lyric Labs founded in 1998, is a leader in the translation and content localization business. Today, translation services are essential to the successful operation of businesses of every size in the global market place.

Lyric labs translation and localization service offerings are used by clients to get native, accurate and professional translation - giving them an advantage to communicate in the local language. In many markets, the Lyric Labs name has become synonymous with the translation services.

Today Lyric Labs employs more than 7000 translators across the globe to provide cost effective, accurate and native translation solutions for companies in almost all industry verticals in about 40 countries.

E-business collaboration with the translators and resources with worldwide presence has given Lyric Labs the edge to be competitive.

For more information, Please contact:

Add Lyric

Page 1/2

© Copyright 2006 India PRwire Pvt. Ltd. All Rights Reserved.

India PRwire disclaims any content contained in press releases published on IndiaPRwire.com. Issuers of press releases are solely responsible for the accuracy of their content.

SEO submitter - BlueBirds
34343434