

RedHotCurry.com founder awarded MBE

specialists in ethnic marketing  
**indoormedia**

June, 2009

Indoor Media is very proud to announce that one of its publishers, Mrs Lopa Patel, has been awarded an MBE in the Queen's Birthday Honours List 2009.



RedHotCurry.com was one of the original websites in our AdMasala portfolio of sites at its inception in 2007, and its founder, Asian Internet entrepreneur, Mrs Lopa Patel, has been awarded an MBE in the Queen's Birthday Honours List 2009 for her services to the creative industries.

A businesswoman with extensive digital media experience, Patel set up the British Asian lifestyle and shopping portal, RedHotCurry.com in 2001. The site has since become one of the most successful

Patel has been honoured for her services to digital media: the championing of entrepreneurship, particularly among Asian women, and for supporting the South Asian community in the UK.



Speaking about the MBE, Patel said, "For many, such a great honour as this would be the culmination of many years of hard work and effort. For me it marks the start of a new chapter in giving back to business and the community. Expectations among my family and friends are high - I know that they are looking to see what I can do next in raising the profile of the Asian community in Britain, getting more women-owned businesses off the ground and in helping young Asians feel proud to be British".

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This award highlights the importance of reaching out to the UK's Ethnic Minorities, if the Queen can recognise and see the value in doing this, then surely you as an advertiser/agency or marketing professional should seriously think about what you are doing to reach this audience.

**We congratulate Lopa on this award and look forward to hearing about her day with the Queen.**

**JAY RAI, director**



**Indoor Media can target South Asian, Black African, Black Caribbean, Eastern European, South East Asian and many more ethnic groups.**

**If they are out there we will find them for you!**

You will be surprised to know how much we know about EMG's. To find out more call:

**020 7125 0007**



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