



Success Story

**RedDogFish eSIM Solutions
Deliver Fresh Energy to
Global Connectivity with
Tata Communications MOVE™**

Breaking away from the conventional

RedDogFish is not a typical eSIM provider. Founded in early 2025, the company was born out of a simple but powerful idea: global travellers deserve a better way to stay connected. Frustrated by the high roaming charges and complex packages offered by traditional operators, RedDogFish set out to create something different - a brand that is creative, colourful, fun, and most importantly, customer-centric.

“We don’t want to be just another telecom company. We do not want to be one of many companies. We want to be different and unique ” says Alex Lykhochas, Founder & CEO, RedDogFish. “We want customers to either love us or hate us —no middle ground. We want to make a bold, unforgettable impact in the industry.”

A young company with bold ambitions

From the very beginning, RedDogFish aimed to cover multiple regions worldwide. Its offerings go far beyond standard eSIM services, introducing innovative features such as “hold and resume” functions. This allows travellers to pause unused data in one country and continue using it later - a flexibility that isn’t typically available from other providers.

RedDogFish also lets customers build their own plans with simple tools on its website — choosing how much data they need and for how many days, without being locked into rigid packages.

“We believe in making travel easier. A customer should not have to worry about wasted plans or hidden charges. Just make a few clicks on our website, and enjoy your trip,” Alex explains.

In just a short time, RedDogFish has built a global footprint and continues to expand coverage, with a long-term vision of evolving into a full MVNO in select markets. Whether you are a traveller, an airline, a travel technology or fintech company, a mobility provider, or any enterprise with global operations, RedDogFish empowers you with seamless connectivity and control.




Why eSIM-only?

Unlike many providers that continue to offer physical SIM cards, RedDogFish made the deliberate decision to go eSIM-only from day one. The team views eSIM as the future of connectivity - more sustainable, more flexible, and more aligned with modern customer needs.

“Physical SIMs are something from the past,” Alex explains. “If you can replace something physical with something virtual, you’re not only making life easier for the customer but also helping the planet by cutting down on plastic waste. eSIM is the natural choice for a future-ready service. This also gives our customers flexibility: they can get connected within minutes from anywhere in the world. There’s no need to look for stores with physical SIM cards”

About RedDogFish

Visit the website [RedDogFish](#)

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Tata Communications MOVE™ connectivity



Tata Communications MOVE™ provides RedDogFish with seamless global mobile connectivity through a single platform, backed by partnerships with over 600 mobile network operators (MNOs) across 190+ countries and territories. With this vast ecosystem, combined with open APIs and real-time visibility, MOVE empowers RedDogFish to deliver innovative data plans and customer-first experiences. The result is reliable, secure, and cost-effective global coverage that supports RedDogFish's ambition to reinvent how travellers connect.

Choosing Tata Communications MOVE™

When it came to finding the right partner, RedDogFish prioritised flexibility and innovation. After several discussions with multiple providers, Tata Communications emerged as the ideal choice.

“Tata Communications was the only one who matched our ideas and agreed to be flexible,” says Alex. “We wanted a partner who could help us bring surprises and new features to our customers, and Tata’s MOVE platform made that possible.”

Through MOVE’s global connectivity capabilities and APIs, RedDogFish is able to design and deliver unique customer experiences, while keeping costs transparent and competitive.



A partnership built on trust and support

RedDogFish describes its relationship with Tata Communications as a “friendly partnership,” highlighting the level of support received across different teams. This collaboration has enabled RedDogFish to focus on its core mission: transforming connectivity for travellers.

Looking ahead, the company sees enormous potential in expanding beyond consumer travel into areas such as IoT, all while staying true to its founding principle of improving people’s lives through simpler, smarter connectivity.

The road ahead

In the next two to three years, RedDogFish plans to scale its operations into MVNO status in multiple countries, while continuing to innovate with unique features that distinguish it from traditional operators.

By leveraging Tata Communications MOVE™, RedDogFish is well-positioned to disrupt the market with affordable, customer-first solutions — making connectivity effortless, enjoyable, and sustainable for travellers worldwide.



RedDogFish is bringing a refreshing, customer-first perspective to the connectivity market, breaking away from the conventions of traditional operators. At Tata Communications, we are proud to support their journey with MOVE, enabling them to translate bold ideas into innovative eSIM experiences for travellers. Together, we are building solutions that make global connectivity simpler, more affordable, and more enjoyable.

Rajeev Roy,
Director, Asia-Middle East & Africa Head, Mobility & IoT, Tata Communications

With Tata Communications, we found a partner who not only supported but embraced our vision to do things differently. MOVE gives us the flexibility to launch new features, expand our coverage, and build a brand that travellers enjoy using. It’s a friendly, supportive partnership that helps us focus on what matters most - making life easier for our customers.

Alex Lykhochas,
Founder & CEO, RedDogFish

Build your future through a digital customer experience

If you are an enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a leading global commtech (communications technology) player powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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