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Lycamobile bags 5m customers

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By Devika Sen-Gupta

Lycamobile has announced it has passed the five million customers mark and also strengthened distribution of its top up with Tesco in the UK

Ethnic MVNO Lycamobile has obtained five million customers globally since it launched in 2006.

Lycamobile is currently available in eight markets including The Netherlands, Belgium, Norway, Sweden, Denmark, Switzerland, UK and Italy. It plans further roll out to Spain, Austria, France, Germany, Canada and United States by the end of the year.

Lycamobile chairman Subaskaran Allirajah said: "I am delighted to announce the news of this achievement.

"The Lycamobile success story is a testimony to our stakeholders, our customers and our talented employees."

Lycamobile chief executive Milind Kangle added: "We are delighted to have crossed this notable milestone for the Lycamobile brand. Our customers have embraced the great quality and attractive promotions that we offer our valued subscriber base. We are setting a benchmark model for the MVNO industry and we will continue to launch the Lycamobile brand in other markets imminently."

Meanwhile, the MVNO has teamed up with Tesco in the UK to widen the distribution of its top up. Lycamobile top up will be available in Tesco's 2,362 stores.

Said marketing director Rob Beswick: "Lycamobile is committed to providing our customers with the best choice and reach for top up in all of our markets.

"Tesco is a flagship retailer and we are delighted that our brand is now available through its extensive retail network."