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Lycamobile reaches target of 5 million subscribers and extends deal with Tesco



MVNO is planning further market launches through 2009 and 2010

Lycamobile has achieved its target of five million subscribers across the eight markets it operates in.

The MVNO is planning further market launches through 2009 and 2010.

Lycamobile CEO, Milind Kangle said: '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.'

The company has also extended its agreement with Tesco's and the supermarket will now be offering electronic top-ups across its network of 2,362 stores.

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Top of page

Page 1 of 1

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