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21 October 2008

Payzone agrees Lycamobile top-ups

Ethnic market MVNO Lycamobile gets nod for Payzone top-ups

New ethnic market prepay MVNO Lycamobile, running on the Orange network, has signed with consumer e-payment company Payzone to enable customers to top-up accounts from Payzone terminals.

Retailers with Payzone terminals will be able to offer Lycamobile account top-ups of between £5 and £50.

Payzone managing director Paul Charmatz said: "The international calling market continues to grow and our unique demographic makes us the fastest growing provider in this ethnic-centred space. Payzone is working to collate the most popular MVNOs for its retailers so they can participate in the growth of this profitable market."

Lycamobile chief executive Milind Kangle (pictured) said: "We are delighted to work with Payzone and with their network of more than 30,000 retailers, Lycamobile customers will have even greater access to convenient places where they can top-up their credit."

Lycamobile is the latest ethnic market MVNO to set up in the UK. It enters a suddenly competitive market, against brands Lebara Mobile and IDT Mobile, among others.

It has launched a £10 million advertising to promote its service, and has staked a target of one million UK subscribers within 12 months.

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