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Lycamobile intros half-price calls

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Ethnic market MVNO continues aggressive pricing campaign

Lycamobile has launched an offer for customers to get half price off-peak international calls for a limited period.

The offer, which runs until November 16, means calls to all countries between 6pm and 6am will be half price and calls to most European nations will be charged at 2p per minute and Asian countries such as India and Bangladesh at 2.5p per minute.

“Our autumn deal aims to offer the best rates to our customers while allowing them to speak for even longer to family and loved ones around the world without the calls costing the earth,” said Lycamobile chief executive Milind Kangle (pictured).

New Lycamobile customers also receive £2 free credit on registration and all customers receive £10 credit when they use a £20 top-up voucher.

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