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The screenshot shows the mobile news website interface. At the top, there's a banner for Romex with the text "Romex is the easy way to effectively manage your mobile workforce." Below this is a navigation bar with "Home | News" and "Archive | RSS". A search bar is located on the right. The left sidebar contains a menu with categories like Home, Awards, News, Features, Opinion, Columns, Blogs, Archive, Podcast, Fantasy League, Weekly Poll, Recruitment, Subscribe, Contact Us, Circulation, Other Content, and Other Sites. The main content area features a large article titled "Lycamobile closes on 1m users" dated April 20, 2009. The article text states: "Lycamobile chief triples customer target to 15-20m users globally and lays out plans for 65 per cent UK market share". Below the text is a photo of Milind Kangle, Lycamobile's chief executive. To the right of the article is a video player for "Mobile News Awards 2009" with a play button and a progress bar. On the far right, there are several advertisements, including one for HTC specialists with the phone number 0870 849 0225, and another for Fone Logistics with the slogan "with Fone Logistics".

Lycamobile closes on 1m users

Lycamobile chief triples customer target to 15-20m users globally and lays out plans for 65 per cent UK market share

Ethnic market MVNO Lycamobile is closing on one million UK customers within nine months of its September launch last year. It also claimed it would sign five million customers within two years.

Orange-backed Lycamobile said last week the UK ethnic market for a international prepaid MVNO is 10 million, and that it is close to owning 10 per cent of the potential audience.

Lycamobile said at launch it would secure 1.2 million customers within its first year through extremely aggressive pricing, marketing and distribution. Rival Lebara Mobile, which runs off Vodafone, surpassed 600,000 UK customers in December.

Lycamobile chief executive Milind Kangle (pictured) said the multinational MVNO will more than double its forecast of seven million prepaid customers globally by 2011. He said 30 per cent of its new forecast figure, of 15-20 million, will comprise UK residents.

Kangle said: "Lebara gained 600,000 subscribers within 14 months of launch. We crossed that figure in less than six months of our own launch. It doesn't take a rocket scientist to see we're gaining momentum."

"We're hell bent on being a benchmark company and must buy and sell aggressively, which is evident in our existing propositions. Our goal is to penetrate 65 per cent of the UK market and we'll do it."

Lycamobile will launch a fixed-mobile convergence product at the beginning of June which will enable customers to access their mobile account balance from a landline.

Meanwhile, Nomi Mobile has launched a promotion, 'Stop the Clock', that targets the South East Asian community. The top up voucher provides users with 30 minutes for 50p for China, Hong Kong, Macau, Malaysia and Singapore for landline and mobile numbers.