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 United Kingdom Monday, 27 July 2009

Lycamobile reaches one million subscriber milestone

UK mobile virtual network operator (MVNO) Lycamobile has announced that it has signed up more than one million subscribers since its launch in September 2008. The operator, which focuses its attention on the UK's ethnic market said it is on track to reach its first year target of 1.2 million customers. Commenting on the achievement, Milind Kangle, Lycamobile's CEO, said: 'Through continued focus on providing customers with an unbeatable product proposition we have continuously built up subscriber numbers in specific consumer segments. We are committed to making substantial investments in people, process and technology to broaden the range of services to Lycamobile's global ethnic customer base of over four million subscribers.'

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