

TeleGeography

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 Australia

Monday, 22 November 2010

Lycamobile lands in Oz as it launches its tenth international MVNO

International mobile telecoms provider Lycamobile has announced the launch of its tenth mobile virtual network operator (MVNO), after partnering with Australia's Telstra Wholesale. Having already signed up more than eight million customers in the European markets that it operates in, the Australian launch is part of Lycamobile's wider-ranging efforts to reach its self-imposed target of 20 million subscribers worldwide by 2012. Following its traditional focus on low-cost international calling, at launch its Australian operation has introduced a pre-paid SIM card with what the company claims are 'market leading promotions', including a call rate of just AUD0.05 (USD0.05) per minute to destinations including India, China, Vietnam, Indonesia, South Africa, New Zealand and Europe. Commenting on the launch, Milind Kangle, Lycamobile's CEO, said: 'Our tenth launch firmly positions us as a global leader in the international MVNO market, creating the largest footprint globally in our sector. We are delighted to partner with Telstra Wholesale, whose GSM network reaches over 96% of the Australian population. We hope that Australian consumers will enjoy the Lycamobile affordable, high-quality mobile service that we consistently offer. We remain on track to achieve our mission of acquiring 20 million global customers by 2012.'

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