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## TeleGeography's CommsUpdate

Part of the Global Comms Database

 United Kingdom

Thursday, 10 September 2009

# Lycamobile announces it has reached first-year subscriber target

British mobile virtual network operator (MVNO) Lycamobile has announced that it has reached its 1.2 million subscriber target within its first year of operation. The operator, which targets the ethnic markets in the UK, said that its sign-ups had been driven by customers looking for 'no-commitment' mobile service and low cost international calls; Lycamobile said that over 80% of the calls made using its service are to international destinations. The announcement comes after the MVNO announced its 1.2 million target in September last year, and commenting on the achievement, Subaskaran Allirajah, Lycamobile's chairman, said: 'I am absolutely delighted to announce that we have achieved this milestone for the brand. This growth is testament to the brand promise we set of low rates with great quality. I would like to thank all of our customers and partners for making this happen.'

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