

Tesco Mobile becomes Ireland's newest Mobile Operator



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Press Release Author: [Tesco Mobile](#)

Industry: [Telecommunications](#)

Press Release Summary: Tesco Mobile unveil their simple prepay pricing plan in Ireland, with 20c calls to any network at all times and 9c text messages.

Press Release Body: **Tesco Ireland** today announced the launch of Ireland's newest mobile telephone service, **Tesco Mobile**. Using the 089 prefix, **Tesco Mobile** will offer one simple prepay pricing plan of 20c per minute calls to any network at any time with all text messages costing 9c.

[Tesco Mobile](#) customers will also be able to benefit from unlimited calls, texts and picture messages to other **Tesco Mobile** customers by buying the exclusive In Touch 10 and In Touch 30 Bundles. These Bundles are for 10 and 30 days and cost €4.99 and €11.99 respectively.

Speaking at the launch, **Tom Britten, General Manager of Tesco Mobile** said, *"We are committed to offering the best value mobile phone service. Complicated and expensive pricing plans have confused Irish consumers for long enough. Apart from great value, Tesco mobile will introduce transparency and simplicity through one easy to understand pricing package with no hidden extras. Customers will also benefit from nationwide coverage on a world class network."*

An extensive range of [Tesco Mobile prepay phones](#) will be rolled out to 48 **Tesco** stores from Monday 29th October. [Mobile credit Top Ups](#) will also be available in all 97 **Tesco Ireland** stores and at 3,000 other independent locations nationwide. **Tesco Clubcard** holders will earn extra points for all **Top Ups** and get double points when topping up at any **Tesco** store. An online purchasing service will also be available on [Tesco Ireland](#).

As a **Mobile Virtual Network Operator (MVNO)**, **Tesco Mobile** is a new independent company and is a joint venture between **Tesco Ireland** and **O2 Ireland**, which means that **Tesco Mobile** customers will roam on the **O2 network**. Customers will be offered a pre paid service initially.

About Tesco Mobile:
Tesco Mobile is the easy way to talk and text for less because of simple to understand pay as you go mobile tariffs. With three low rate tariffs on all of the leading handsets, **Tesco Mobile** have recently been commended by a Which? Report announcing that **Tesco Mobile** offers the best service out of all the mobile networks.

Web Site: <http://www.tesco.com/mobilenetwork>

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