

Mobile Network Tele2 Attracts 150,000 Customers in First Week in Moscow

By [The Moscow Times](#)

October 30, 2015



Discount mobile operator Tele2 has attracted 150,000 customers since it launched in Moscow on Oct. 22, the Interfax news agency reported Friday.

From Oct. 22 to Oct. 29, Tele2 attracted 150,000 subscribers in Moscow and the Moscow region, company spokesman Konstantin Prokshin told Interfax.

During the first three days after the launch, the mobile operator sold 116,000 SIM cards, Interfax reported. In the following four days the pace slowed, and from Oct. 25 to Oct. 29, Tele2 got 34,000 new subscribers, according to the news agency.

Tele2, which was already present in more than 60 Russian regions, has opened 400 stores in Moscow and the Moscow region, as well as selling its SIM cards via cell phone retailers such as Yevroset and Svyaznoi.

Tele2 has launched 3G and 4G networks in Moscow, but not GSM, meaning it is only available

to smartphone users.

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