

Mobile giant sees more subscribers



The mobile phone company Vodafone has announced more sales and stated that it has increased its number of subscribers, according to reports.

In the last quarter, subscriber numbers rose by 4.1 per cent, the firm said, beating estimates.

Vodafone, based in Newbury, stated that it had added 9.1 million subscribers in the first quarter, taking the total up to 232 million.

Analysts had predicted 230 million.

Additionally, service revenue growth in the UK rose from 4.9 per cent from 1.3 per cent a year ago, the firm announced.

This follows the acquisition of Hutchison Essar by the company, in the deal believed to be worth about \$11 billion (£5.3 billion). Chief executive officer at the company Arun Sarin had a strategy to expand further into emerging markets and this appears to have paid off, according to Bloomberg.

Vodafone made its first mobile phone call in 1985 and now has business interests in 27 countries, it claims.



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