

New standard plus tariff from Tesco mobile - anything but standard



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Press Release Author: [Tesco Mobile](#)

Industry: [Consumer Services](#)

Press Release Summary: Top up £15 and get 500 texts or 150 minutes completely free

Press Release Body: **Tesco Mobile** has announced their latest '**pay as you go**' tariff, **Standard Plus**, which offers a monthly bonus of 500 free texts or 150 free minutes when users top up by £15 or more per month.

*"The new **Standard Plus tariff** is the perfect option for people who top-up regularly and want great value from their mobile service provider, combined with pay as you go flexibility," said **Andy Dewhurst, Chief Executive Officer of [Tesco Mobile](#)**. "We want to offer our '**pay as you go**' customers similar bonus airtime or text benefits to those of pay-monthly customers."*

The free texts and call-time can be used to contact any UK mobile or standard fixed landline number, regardless of network or time of day. This [pay as you go deal](#) means users won't face any restrictions when they use their bonus time or on which networks they call or send texts to, as is the case with some other providers.

The tariff gives users 500 bonus texts or 150 bonus minutes when they top up by a minimum of £15 per month - this is over and above the texts and calls they'd usually get for their £15 - and it's available to anyone, both new and existing customers.

Standard Plus customers also get half-price calls and texts to their three favourite numbers.

Additionally, as an opening offer, those who register for the new **Standard Plus tariff** online at www.tesco.com/mobilenetwork will also receive the [SIM card](#) absolutely free*

Alternatively people can head into any **Tesco** store and buy a **Standard Plus SIM pack**. All they need to do to receive their bonus minutes is fulfill the £15 per month minimum top up. Simple and anything but standard.

-ENDS-

Notes to Editors:
*Those who buy the **Standard Plus SIM card in-store** will pay the current standard price of £4.97. Online registrations limited to 4 per household.

- Customers will automatically be put on the 500 bonus text option, they need to call 282 free from their **Tesco Mobile handset** to switch to the 150 bonus minutes option. Bonus texts or calls will be added within 48 hours.

- Minimum top up of £15 per month required. Customers will be sent a text 5 days before the month is up as a reminder. Phones will operate as normal regardless of whether the minimum top up is met. Monthly bonus will be added within 48 hours of customers topping up £15 or more.

- Normal Standard Plus flat rate texts cost 10p and calls cost 20p per minute.

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

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