

Deutsche Telekom shifts to T-Mobile brand in Poland

WARSAW: Germany's Deutsche Telekom announced, on Thursday 19 May 2011, it would introduce its global T-Mobile brand in Poland to replace the local name Era.

In a statement, Deutsche Telekom said that the shift would take place on June 5, and that it would spend the next two weeks adapting its 1 000 Era outlets in Poland. The changeover is set to cost around 100 million zloty (€25 million, \$36 million), its estimated.

Via its wholly-owned PTC division, Deutsche Telekom is proprietor of two mobile networks in Poland, a nation of 38 million.

PTC claims a combined 13.3 million customers for Era and its pre-paid Heyah service, the latter is unaffected by the rebranding, making it the country's third-ranked mobile provider.

Source: AFP

For more, visit: <https://www.bizcommunity.com>