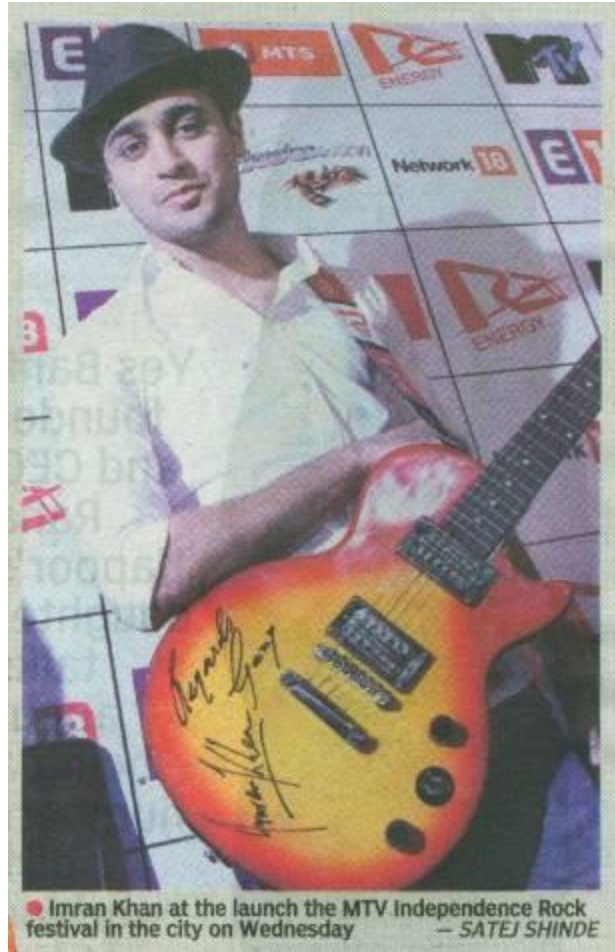


Publication	The Asian Age
Date	22 nd October 2011
Headline	Imran Khan at the launch of MTV Independence Rock festival



Publication	Hindustan Times (HT Café)
Date	22 nd October 2011
Headline	Garry Lawyer and Imran Khan at the launch of MTV Independence Rock XXVI



Publication	Afternoon
Date	24 th October 2011
Headline	MTV Independence Rock

MTV Independence Rock



MTS India is all set to rock five cities i.e. Mumbai, New Delhi, Bengaluru, Pune and Kolkata with 'MTV Independence Rock', India's biggest and oldest rock music festival. This year the musical festival starts from November 7, 2011. A special event was organised at Hard Rock Café, Mumbai to announce the 'Call for Entries' from budding young rock bands across the five zones. The event was attended by Imran Khan, Bollywood star and youth icon, Amitesh Rao, Director - Brand & Marketing, MTS India, Aditya Swamy, EVP & Business Head, MTV, Ferzad Palia, Business Head, Vh1 and Farhad Wadia, CEO, E18 and Gary Lawyer, legendary rock musician.

Publication	The New Indian Express
Date	24 th October 2011
Headline	All set to rock the nation...

All set to rock the NATION...

MTS India will set to rock five cities - Bengaluru, Kolkata, New Delhi, Mumbai and Pune with MTV Independence Rock, one of India's biggest and oldest rock music Festival. I-Rock as it is fondly known has a 25-year history, this year the musical festival starts from November 21. The call for entries from budding rock bands across the five zones has been invited by Imran Khan, Bollywood Star and Youth Icon, Amitesh Rao, Director, Brand and Marketing, MTS India, Aditya Swami, EVP

New Delhi, Mumbai, Pune and Bengaluru. All five regional winners will then compete at the Grand Finale on November 26 in Mumbai. According to Amitesh Rao, Director of Brand and Media, MTS India, said "Our association with Independence rock is part of MTS Red Energy, which is a platform designed to offer talented and digitally active young people a great way to leverage their online status to get real world benefits. In this case, MTS Red Energy offers talented bands a shot at winning a wild card entry into the finals of Independence Rock,

Business Head, MTV, added, "I grew up going to I-Rock and now to be a part of it is unbelievable. MTV will now take this iconic property LIVE for the first time and showcase the music not just from Mumbai but from the other 4 cities as well. So a historic prospect makes history once again." MTS under its Red Energy program will give bands a shot at winning one wild card entry into the Grand Finale. Bands entering the competition will register at www.mtsredenergy.com, and the band with the most online influence will win the



and Business Head, MTV, Ferzad Palla, Business Head, Vhi, and Farhad Wadia, CEO, E18. Speaking about the event, Imran Khan, Bollywood Star and Youth Icon said, "I am excited to be a part of the twenty sothodition of MTV Independence Rock brought alive by MTS Red Energy. It is a platform which has introduced some of the most famous rock bands to India. I've always been a big fan of rock music, and I have great memories of attending I-Rock over the years. I'm hoping to see some great new bands along with old favorites."

Application received from rock bands across all five zones will be scrutinised by the jury. Each zone will have eight bands competing against each other for a regional winner. The regional rounds would be organised in Hard Rock Cafes across

based on their online activity and engagement with rock music fans."

MTS as part of its Data Centric, Voice enabled strategy offers an array of voice and data solutions to its customers including youth. This includes smart phones and MBlaze durgles through prepaid and postpaid plans. To further strengthen its engagement with the youth, MTS has rolled out 'Red Energy' an innovative Youth Outreach Program.

The program is aimed at engaging, change leading youth more meaningfully. In today's time when Online Social Status has truly become social status, the 'Red Energy' program allows youth to leverage their online influence to advance their real life status with rewards and recognition from MTS.

Aditya Swami, EVP and

prized wild card. Fans including MTS customers will have the opportunity to vote for their favourite band on www.mtsredenergy.com.

The voting for the MTS Wild Card Entry will close on November 21. The Grand Finale will be held on November 26 in Mumbai and will have all the zonal winners competing for the MTV Independence Rock Red Energy Winner presented by MTS. The winner will be awarded a cash prize of Rs. 1 lakh. Adding more to the reel, the winner band will also perform live the subsequent day in Mumbai with all the runner up bands performing in their respective zones at the same time. MTV and Vhi will air the concert live from Mumbai and performances from regional winners in their respective cities simultaneously.

- Express Features

Publication	The Bengal Post
Date	24 th October 2011
Headline	MTS India is all set to rock everyone with 'MTV Independence Rock'



Rockstar Gary Lawler with Imran Khan

MTS India is all set to rock everyone with 'MTV Independence Rock,' India's biggest and oldest Rock Music Festival. The launch was inaugurated by Imran Khan and rockstar Gary Lawler.

Publication	Business Standard
Date	26 th October 2011
Headline	Sistema Shyam expects to turn earnings positive in three years.

Sistema Shyam expects to turn earnings positive in three years

GIREESH BABU
Chennai, 25 October

SISTEMA Shyam TeleServices Ltd, a joint venture between Russia's Sistema and Indian firm Shyam Group which offers telecom services under the MTS brand, is expecting to its Ebitda (earnings before interest, taxes, depreciation and amortisation) to turn positive in next three years. The company is planning to expand data coverage to various parts of the country, including the highways connecting major cities, according to sources.

Only recently had Cheenu Seshadri, who is MTS India's chief strategy officer and COO (south and west regions), said the company's focus was on increasing data and internet services coverage for customers in India. "We are expecting to become Ebitda positive in next three years," he said. "We are planning to cover more areas, including highways and smaller towns with seamless HSD services in the future."

Today, a company official said SSSL was expected to become Ebitda positive by end of 2013 or early 2014.

According to the company's financial results, announcement for the second quarter of the year ended June 30 this year, its OIBDA (operating income before depreciation and amortisation) margin posted an improvement of 221 per-



Sistema Shyam TeleServices Ltd offers telecom services under the MTS brand. PHOTO: BLOOMBERG

centage point from a negative 368 per cent in the same period of previous year to 147 per cent, by June end.

The OIBDA loss for the quarter was at ₹410.1 crore as against a loss of ₹388.2 crore for the same period of previous year, a six per cent decrease.

The company's consolidated revenue stood at ₹278.2 crore in the second quarter ended June 30 this year, as against ₹105.5 crore during the same period of previous fiscal, an increase of around 164 per cent.

So far, we have invested around \$3 billion in India, and would continue to invest to expand data connectivity services, said Seshadri. The company is also looking at launching services, including cloud and mCommerce customised for Indian conditions and market demands, in 2012.

The company has recently launched its second seamless high-speed data connectivity in India, in the the 350-km-long National Highway connecting Chennai and Bangalore, after launching similar service in Delhi-Jaipur National Highway, to cater to the data connectivity requirements of industrial hubs between the two cities and the travellers on the go.

It is also looking at launching around two to five phones in India every quarter in the near future, as part of expanding its data connectivity service. It has recently announced the launch of two affordable android phones in India.

The company has also announced plans to invest around ₹130 crore in two circles, Karnataka and Tamil Nadu, this year to expand its services.