



a step ahead

Aftertaste From Mumbai Crowned The Winner Of MTS Red Energy Independence Rock XXVI

~Exhilarating performances by Demonic Resurrection and Split rocks over 6000 music lovers~

- *Regional round winners - Pip of the Fourth Mother from Kolkata, Aftertaste from Mumbai, Life from Pune, Arcane Deception from New Delhi, Escher's Knot from Bengaluru along with MTS Red Energy wild card winner Zepheroth from Pune, competed against each other at the Finals of MTS Red Energy Independence Rock XXVI.*
- *Winning band selected by a jury consisting of Cyrus Gorimar, Drummer & Founding Member of Brahma , Sahil Makhija founder & Lead Guitarist & singer of DEMONIC RESURRECTION and Farhad Wadia – CEO, E18 and Founder of Independence Rock.*
- *MTS' association with Independence Rock XXVI is a part of its Youth Outreach Program – Red Energy; launched nationally.*

Mumbai, 27^h November 2011: Aftertaste band was crowned the winner of the National Finals of MTS Red Energy Independence Rock XXVI. Regional winner bands like ***Pip of the Fourth Mother of Kolkata, Aftertaste of Mumbai, Life of Pune, Arcane Deception of New Delhi, Escher's Knot of Bengaluru and MTS Red Energy Wild Card winner band Zepheroth from Pune*** competed against each other at the National finals of MTS Red Energy Independence Rock XXVI at **Chitrakoot Grounds in Mumbai**. The winning band was selected by a jury consisting *Cyrus Gorimar, Drummer & Founding Member of Brahma, Sahil Makhija founder & Lead Guitarist & singer of DEMONIC RESURRECTION and Farhad Wadia – CEO, E18 and Founder of Independence Rock.*

Winning the title Michael Lee from Aftertaste said, “Opportunities like MTS Red Energy Independence Rock gives bands like us a platform to showcase our skills and talent. For us it’s like a dream come true to win this battle of rock. The competition was very tough as all the contenders gave outstanding performances. On behalf of our band, I would like to thank MTS, MTV and VH1 for giving us the lifetime opportunity of showcasing our talent to millions of rock fans.”

The final of MTS Red Energy Independence Rock XXVI was one of the most celebrated events of this year. The event witnessed power packed performances by renowned pro bands like **Demonic Resurrection** and **Split**. MTS Red Energy Independence Rock will get bigger when millions of music lovers will be able to see the newly discovered talent of rock play along with the best pro bands in a five city live simulcast on MTV and VH1 on 27th November.

According to Leonid Musatov, Chief Marketing & Sales Officer, MTS India, “MTS is committed to stay a step ahead in engaging with its customers including the young generation. The launch of the MTS red Energy Independence Rock XXVI is a part of the same effort. We are very excited to see the level of excitement generated by such a national initiative. Over the last few weeks, we have had some of the best Rock talent in India entertain the audiences. As a part of the national finals, I am delighted to announce Aftertaste as the winners of MTS red Energy Independence Rock XXVI. My congratulations to all the winning band members.”



Farhad Wadia, CEO, E18 and Founder of Independence Rock added, “India has a Rich Musical heritage with some of the best Rock Talent in The World. All the 6 Bands that performed at the National Finals this year at the MTS Independence Rock 26 show were extremely talented and this made it very difficult for us to choose a winner out of these rocking performances. But Aftertaste was the Best of the Best. These new stars are now all set to rock the world”.

More About Red Energy – MTS’ Youth Outreach Program

MTS as part of its Data Centric; Voice enabled strategy offers an array of voice & data solutions to its customers including youth. This includes smart phones and MBlaze dongles 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.

MTS under its Red Energy program gave bands a chance to win a wild card entry into the National Final. Winning this competition with maximum votes on www.mtsredenergy.com, Zepheroth from Pune secured its position into the National Final.

MTV Independence Rock, presented by MTS – Discovering New Talent For The Last 25 Years

MTV Independence Rock, India’s biggest and oldest Rock Music Festival, has completed 25 years of bringing the best in Rock Music to audiences in India. The event is being organized by E18. Bands across India vie with one another to get a chance to play and make their debut at this ever-popular festival. Some of the leading Rock bands in the country today have made their debut at the festival over the years and have gone on to achieve great success. **To name a few - Indus Creed, Brahma, Zero, Pentagon, Parikrama, Zero, Scribe, Demonic Resurrection and Agni.** Every band that has played at I-Rock has gone on record to say that it was their best experience, with the most enthusiastic crowds on the most exhilarating stage.

About Sistema Shyam TeleServices Ltd

Sistema Shyam TeleServices Ltd (SSTL) is a venture, involving equity participation by Sistema {LSE: SSA} of Russia, the Russian Federation and the Shyam Group of India. Sistema is the majority shareholder in the joint venture company which operates its telecom services under the MTS brand. MTS is well recognized in India and worldwide for its commitment to high quality and innovative telecom solutions. MTS has recently been ranked by Millward Brown as 80th most valuable brand in the world. In a short span of time, MTS in India has secured over 14 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1.2 million customers in over 200 cities across the country.

For more information, please visit www.mtsindia.in

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