



Press Release

For Immediate Release

Arvind Kumar joins MTS as Chief Operating Officer, Uttar Pradesh Circle

Gurgaon, 1 September, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL), today announced the appointment of **Mr. Arvind Kumar as the Chief Operating Officer of the Uttar Pradesh (East and West) circle.** Mr. Kumar will report directly to Mr. Vsevolod Rozanov, President and CEO of the company.

Mr. Arvind Kumar comes with a rich experience of over 25 years including more than 9 years in the telecom sector; in executive decision-making and strategic business planning in the Telecom and Consumer Electronics sector. In his last assignment at the Reliance Communications he was the Hub Head for Punjab, Haryana, Himachal Pradesh, Jammu & Kashmir and was associated with the company since the year 2001. He had a four year long stint in telecom sector in UP, starting as cluster head in Lucknow and rose to become the head of UP (West) and Uttarakhand in Reliance Communications. Mr. Kumar is a Commerce Graduate from University of Delhi, and holds a PG Diploma in Marketing and Sales Management from Faculty of Management Studies, Delhi.

Welcoming Arvind, **Mr. Vsevolod Rozanov, President & CEO, SSTL** said, "It gives me immense pleasure to welcome our leader for Uttar Pradesh(E&W) telecom circle. I am confident that with his rich experience and insight into the Indian telecom market, Mr Kumar will play key role in the successful launch and growth of MTS in one of the largest telecom circle of India."

Speaking on his new role, Mr. Arvind Kumar, said," I feel extremely privileged to be part of MTS family. The launch of MTS in the competitive market of Uttar Pradesh is going to be very exciting as new and existing telecom players jostle for subscribers. I am confident with that our team efforts, MTS will emerge as a key player in the circle providing the best possible service to the subscribers at competitive prices."

About Sistema Shyam TeleServices Ltd.

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture with a 74% equity stake; the Shyam Group holds a 23.5% stake and the remaining 2.5% is publicly held. SSTL has been allocated spectrum to provide mobile telephony services in all the 22 circles across the country.

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 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured 6 million subscribers in the telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka and Andhra Pradesh. MBlaze, the data service of MTS has over 2 lakh subscribers so far since its launch in November 2010. MTS has more than 100 million subscribers all over the world.

For more information visit: <http://www.mtsindia.in>

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