



a step ahead

## Ashish Bhatia Joins MTS India As Chief Operating Officer For Gujarat Circle

**Ahmedabad, 16th August, 2011:** Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers today announced the appointment of Ashish Bhatia as the Chief Operating Officer for Gujarat circle. Reporting directly to Cheenu Seshadri, Chief Operating Officer, South & West Regions- MTS India, Ashish will be responsible for further stimulating the business growth for the company in the circle.

Speaking on the appointment **Cheenu Seshadri, Chief Operating Officer, South & West Regions, MTS India** said, "It gives me immense pleasure to welcome Ashish Bhatia on board. I am confident that with his varied experience and competent leadership, Ashish will be able to reinforce the process of driving our data centric-voice enabled strategy within the circle."

Ashish Bhatia brings with him extensive experience of over 16 years including 5 years in the telecom sector. During his last assignment at Tata TeleServices Ltd, as Chief Operating Officer for Orissa Circle, he managed the entire sales and marketing operations in the circle.

Speaking on his new assignment, **Ashish Bhatia** said, "I am glad to be a part of the MTS India family which is garnering new business in the country at an exciting speed. I look forward to working hands on to create a niche for MTS in the Gujarat Circle by virtue of team efforts and providing excellent business propositions to our customers."

In May 2011, MTS India adopted a regional operating structure in view of the company's rapidly expanding voice and data services across the country. The structure was put in place to enable faster decision making and ensuring flawless execution of the company's data centric- voice enabled strategy. The coming on board of Ashish Bhatia as the Chief Operating Officer for Gujarat Circle is in line with the execution of the same strategy.

Ashish Bhatia is a B.Tech graduate in Chemical Engineering from LIT Nagpur, Maharashtra and is an MBA from S.P.Jain Institute of Management and Research, Mumbai.

### 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 12 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 900,000 customers in over 160 cities across the country. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

### Media Contacts:

Aditia Bhalla  
Corporate Communications  
MTS India  
M. 09136001696  
[aditia.bhalla@mtsindia.in](mailto:aditia.bhalla@mtsindia.in)

Joydeep Chakraborty  
Adfactors PR Pvt Ltd  
M. 09711306346  
[joydeep.chakraborty@adfactorspr.com](mailto:joydeep.chakraborty@adfactorspr.com)