



Press Release

For Immediate Release

## **Ashoo Sethi Joins Sistema Shyam Teleservices Ltd (SSTL) As It's Chief Operating Officer – Mumbai & Maharashtra Circle**

**Gurgaon, 28<sup>th</sup> September, 2010:** Sistema Shyam TeleServices Ltd (SSTL) today announced the appointment of **Ashoo Sethi as the Chief Operating Officer of Mumbai & Maharashtra** circle. The company operates its mobile telephony services under the MTS brand. Reporting directly to Vsevolod Rozanov, President and CEO of the company, Ashoo Sethi will be responsible for further stimulating the business growth for the company in the region.

Ashoo Sethi brings with him a rich experience of over 20 years including more than 9 years in the telecom sector. During his last assignment at Dishnet Wireless Ltd. (Aircel) as the Circle Business Head for Kolkata and West Bengal, he managed the entire mobility initiatives including Sales, Marketing, Customer Service Delivery, Finance, Network, Commercial and Administration.

On the appointment **Vsevolod Rozanov, President and CEO, SSTL** said, "It gives me immense pleasure to welcome Ashoo Sethi as the Chief Operating Officer of SSTL's Mumbai & Maharashtra circle. I am confident that with his rich experience and insight into the Indian telecom market, Ashoo will play a key role in driving growth for the company in one of the largest telecom circles in India."

Speaking on his new role, **Ashoo Sethi**, said, "I am extremely delighted to be a part of the MTS family. The pace with which MTS has been garnering new business is exciting. I am looking forward to a long and successful relationship with SSTL to create a strong niche for itself in Mumbai & Maharashtra circle."

Ashoo Sethi is a Science Graduate from University of Delhi, and holds a PG Diploma in Marketing Management.

### **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 72<sup>nd</sup> out of the top 100 brands in the world. In a short span of time, MTS has secured over 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, offered in 84 towns of India, has over 2 lakh subscribers so far since its launch in November 2009. MTS has more than 100 million subscribers across the world.

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

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