



MTS begins National High Speed Data Services and Innovative Power of One rollout in Delhi NCR

Gurgaon, October 08 2009: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL), launched its services in Delhi NCR, presenting the Delhi subscribers with an innovative tariff plan **Power of One** with per second billing. The MTS launch in Delhi coincides with the national roll out of its mobile high speed services –**MBlaze** throughout the country in October.

The MTS brand is well recognized in India and worldwide for its commitment to high quality and innovative solutions. This has helped MTS win over 2 million subscribers in Indian telecom circles of Kolkata, West Bengal, Rajasthan, Tamil Nadu, Kerala Bihar and Jharkhand. MTS has more than 100 million subscribers all over the world.

MTS has the biggest high-speed data services network in Delhi NCR specially designed for this which includes over 600 BTS. MTS mobile high speed data services, called **MBlaze**, will become available for MTS Delhi subscribers from next week.

Mr. Sergey Cheremin, Deputy Chairman of Sistema, at the launch said, “I am happy to see that our investment in India is taking the shape of an innovative telecom service provider. We are committed to the further expansion of the MTS network in India, with the impressive growth adding two million subscribers so far.”

Mr. Vsevolod Rozanov, President and Chief Executive Officer, Sistema Shyam Teleservices Limited (SSTL) said, “Today’s MTS launch in Delhi is a good example of our commitment to enlarge the MTS presence in the key telecom circles of India. Our promise to the people of Delhi is to provide the best quality mobile services based on the most advanced technology and at the most competitive prices”.

Mr Sanjay Bahl, Chief Operating officer of MTS India, Delhi and NCR, added “Besides the innovative tariff plan **Power of One** which, on an average, adds 25% to the value of your recharge compared to per minute plans, we have prepared a special promotion offer for the Delhi launch called **Minute Millionaires**. We offer 10, 000, 00 minutes of talk time free through the **M Card**. MTS products are available at 16000 retail outlets across Delhi NCR, and the number of outlets will increase substantially by year end”.

About Sistema Shyam TeleServices Limited (operating under MTS brand)

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema {LSE: SSA} of Russia and Shyam Group of India. Sistema is the majority share holder in this joint venture with a 74% equity stake, along with the Shyam Group, holding a 23.5% stake and the rest 2.5% being public partake. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country. MTS is a globally acclaimed telecom brand, the 8th largest telecom brand in the world and has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown.

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