



## MTS Partners With Meru Cabs To Roll Out High Speed Mobile Internet For In-Transit Customers,

- MTS to provide free High Speed Mobile Internet to customers boarding Meru cabs in New Delhi and Mumbai
- Latest innovation designed to service the growing demand for 'internet on the go'
- Going forward plans include launching similar services in other major cities including Chennai, Kolkata, Bengaluru and Hyderabad

**New Delhi, 14 February 2011:** Sistema Shyam TeleServices Limited (SSTL) today announced the launch of a unique initiative for passengers traveling by Meru Cabs in New Delhi and Mumbai. The company plans to launch similar services in other major towns including Chennai, Kolkata, Bengaluru and Hyderabad. The customers just need to ask the cab driver for an **MBLaze dongle** to enjoy free internet surfing along with an unlimited data download.



Flagging off the MBlaze powered Meru Cabs, **Leonid Musatov, Chief Marketing Officer,**

**Sistema Shyam Teleservices Limited (SSTL),** said, "At MTS, our endeavor is to constantly excite and delight data users. Our partnership with Meru Cabs has been specially designed to offer seamless data connectivity to users on the go, both in Delhi and in Mumbai".

With the Cricket World Cup round the corner, such a service would also enable cricket enthusiasts travelling through the city to connect their laptops via mobile broadband and check out the latest match scores and updates

### **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 and 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 72nd out of the top 100 brands in the world. In a short span of time, MTS in India has secured over 9 million voice subscribers and under the MBlaze brand provides mobile broadband services to over 480,000 customers in more than 100 cities across the country.

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

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