



News Release

## **FREE UNLIMITED LOCAL CALLS WITHIN MTS RAJASTHAN NETWORK FOR 999 DAYS**

***MTS Azaadi Offer lets people of Rajasthan celebrate the true spirit of Independence***

***Now talk free-of-cost to more than 1 million MTS subscribers in Rajasthan***

***Offer available on for new and existing customers till August 31, 2009***

**Jaipur, August 20, 2009:** MTS, the mobile telephony service brand of Sistema Shyam TeleServices Ltd (SSTL), has launched the MTS Azaadi offer exclusively in Rajasthan where MTS subscribers can make unlimited local MTS-to-MTS calls absolutely free-of-cost for 999 days. The offer is available till August 31, 2009.

Says **Mr. Leonid Musatov, Chief Marketing Officer of Sistema Shyam TeleServices Limited**, "MTS already has over 1 million subscribers in Rajasthan, and is growing at a much faster rate than the industry. This unique value proposition from MTS will help people of Rajasthan to exercise the true spirit of freedom even beyond the Independence Day. The offer may be availed by new as well as existing customers on purchase of a First Recharge Card (FRC) or Special Tariff Voucher (STV) of Rs.999/-. Subscribers will get a talk time of Rs.500/- and a core validity for lifetime. This is a very appealing offer for existing and new MTS subscribers as they can now make unlimited number of local calls within MTS network ***absolutely free for not just a month or two but for a whopping over 2½ years.***" Local calls to other networks and STD calls will be charged at 50p and Re.1 per minute respectively while per SMS costs will be 50p within India and Rs.5/- internationally, added Mr. Chandra.

Additionally, the subscribers can also choose from top-ups available on e-Recharge as well as in paper format in denominations of Rs.10, 30, 50, 99 and 200/-. MTS Rajasthan also offers 100% full talk-time top ups of Rs.301, 401 & 501/-. Customers making frequent STD calls can

choose from STVs of Rs.36, 89 and 750/- which offer STD calls at just 70p per minute with validity of 30 days, 90 days and lifetime respectively.

Besides Rajasthan, MTS is already present in five other telecom circles in India including Tamil Nadu, Kerala, Kolkata, West Bengal and Bihar. The company is now gearing up to launch its services by this year in 6 more telecom circles, including key business centres of Delhi, Bangalore & Mumbai. MTS India was recently also recognized as the “Most Successful New Telecom Operator” at the INFOCOM CMAI National Telecom Awards.

### **About Sistema Shyam TeleServices**

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 73.71% equity stake, along with the Shyam Group, holding a 23.79% 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. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has recently been voted as the 71<sup>st</sup> ranked brand out of 100 top global brands in the world by Millward Brown.

For further details visit: [www.mtsindia.in](http://www.mtsindia.in)

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