



a step ahead



Press Release

MTS & MetLife Partner With India Unite To End Polio Now Campaign (IUEPN) for Polio Eradication Awareness Campaign

- *Specially branded bus with Polio eradication messages like ‘Polio ka koi ilaaj nahi, 2 boond har bar hai bachav sahi’, ‘Pehle 5 saal, mere bachhon ko 2 boond har bar’ will be seen on public transport buses.*
- *MTS and MetLife to send out specially created SMSs, to notify their respective subscribers and customers to create awareness about Polio eradication and inform them about the upcoming Polio Rounds.*

New Delhi, 25th June, 2011: Sistema Shyam TeleServices Ltd (SSTL) that nationally provides telecom services under the brand MTS and MetLife India Insurance Company Limited (MetLife) have partnered with **India Unite to End Polio Now (IUEPN) campaign** supported by UNICEF, for Polio Eradication Awareness campaign using innovative Out of Home media to spread the message. The campaign will utilize space on public transport buses, including HOHO bus in Delhi (capital’s first ‘Hop-on, Hop-off’ bus service), for spreading awareness messages on Polio eradication. The specially branded HOHO buses with messaging on Polio awareness was flagged off from Qutub Minar, New Delhi.

In addition to Delhi, similar campaign on the mass transport buses was also started in Mumbai and Kolkata. As communication partners for the program, MTS and MetLife will also be sending SMSs to all its subscribers and customers creating awareness for Polio eradication and notifying them about Polio Rounds on June 26th 2011. The SMS would read: ***June 26 ko apne bachche ka jeevan polio se surakshit banaaye. Har baar Polio ki khuraq pilaaye***

Rajesh Relan, MD, MetLife India said, “MetLife believes that India's future lies in its children and hence it is of utmost importance to secure and safeguard them from the uncertainties of life. Children have been at the center of many initiatives taken at MetLife. From helping secure children’s dreams to insuring their future, MetLife has constantly looked at making an impact by helping the development of the country's young. Today, we are proud to be associated with IUEPN campaign of UNICEF towards total eradication of polio.”

According to **Shankar Bali, Chief Operating Officer, Delhi NCR & Haryana Circles, MTS India**, “We at MTS believe in growing our business in a socially responsible manner. Our partnership with IUEPN to create awareness for polio eradication is a part of the same endeavor. As communications partner for the program, our plan is to use the power of mobile technology to reach out to maximum number of people and get them involved in the polio eradication program.”

The **India Unite to End Polio Now** (IUEPN) campaign is an initiative implemented by Aidmatrix Foundation, and supported by UNICEF and a collaborative effort between the Ministry of Health and Family Welfare (MOHFW), World Health Organization (WHO), National Polio Surveillance Project (NPSP), Rotary International, and the U.S. Centre for Disease Control (CDC).

The India Unite to End Polio Now (IUEPN) campaign leverages private sector resources to enhance polio knowledge and vaccination throughout India, specifically targeting nomad and mobile populations. IUEPN achieves this by expanding the polio communication reach to high-risk groups and reinvigorating the polio messaging campaign to the masses with innovative communication mediums such as interactive booths, SMS & voice messaging, local folk theatre along with other locally driven messaging options, posters and wall paintings. These are being implemented at public spaces like railway stations, bus stops, banks, schools, and other high visibility driven mediums and locations.

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 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 11 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 700,000 customers in over 150 cities across the country.

For more information, please visit www.mtsindia.in

About MetLife India Insurance Company Limited (MetLife)

MetLife India Insurance Company Limited (MetLife) is an affiliate of MetLife, Inc. and was incorporated as a joint venture between MetLife International Holdings, Inc., The Jammu and Kashmir Bank, M. Pallonji and Co. Private Limited and other private investors. MetLife is one of the fastest growing life insurance companies in the country. It serves its customers by offering a range of innovative products to individuals and group customers at more than 700 locations through its bank partners and company-owned offices. MetLife has more than 70,000 Financial Advisors, who help customers achieve peace of mind across the length and breadth of the country. For more information about MetLife, please visit the company's website at www.metlife.co.in

MetLife, Inc. is a leading global provider of insurance and financial services with more than 140 years of experience and operations throughout the United States, Latin America, Japan, Asia Pacific, Europe and Middle East. Through its subsidiaries and affiliates, MetLife, Inc. reaches 90 million customers in over 60 countries, is the largest life insurer in the United States¹ and Mexico², and has relationships with more than 90 of the top 100 FORTUNE 500[®] companies,

and over seventy percent of all Fortune 500® companies. The MetLife companies offer life insurance, annuities, automobile and home insurance, retail banking and other financial services to individuals, as well as group insurance and retirement and savings products and services to corporations and other institutions.

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