



Press Release

For Immediate Release

MTS-Qualcomm Road Show' flagged off

A unique initiative based on the theme "future calling" to propagate superior technologies

Gurgaon, 06 Sep 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Limited (SSTL) today flagged off 'MTS-Qualcomm Road Show', a unique consumer connect program aimed at showcasing futuristic CDMA2000 technology for enhanced data and web enabled experience. The road show was flagged-off by Mr. Vsevolod Rozanov, President and CEO of SSTL in the presence of Mr. Kanwalinder Singh, President of Qualcomm India and South Asia, and Senior Vice President of Qualcomm.

The theme of the road show, "Future Calling", allows customers to experience innovative devices and applications based on futuristic next generation CDMA 2000 technology pioneered by Qualcomm. MTS is the only pure play CDMA operator in India with a clear focus on data and web-enabled offerings.

Speaking on the occasion, Mr. Vsevolod Rozanov, President &CEO of SSTL said, "This unique initiative has been conceived to allow customers to experience the superior technologies and solutions offered by MTS. The futuristic CDMA technology enables us to launch a plethora of smart phones, data and web enabled devices as showcased in the road show. I am confident that these futuristic devices will attract more young people and net savvy professionals to MTS."

Mr. Kanwalinder Singh, President of Qualcomm India and South Asia and Senior Vice President of Qualcomm said, "We are delighted to collaborate with MTS for this exciting co-marketing initiative that will give Indian consumers an opportunity to experience mobile broadband on smart phones and innovative data devices leveraging CDMA technology. We congratulate MTS on their CDMA leadership in bringing compelling portfolio of mobile internet devices and applications to Indian consumers."

MTS-Qualcomm road show is being facilitated through an air conditioned canter which will be stationed at different spots in Delhi over the next 60 days. The customized canter features three special zones namely Lifestyle zone, Gaming and social networking zone and an Infotainment zone for the customers to experience the latest devices and applications based on futuristic CDMA technology.

Each zone features a mix of the latest devices from MTS where a customer can experience the new features with seamless broadband connectivity. The gadgets include, Kayak, Hame HM Wi - Fi Router, a host of Smart phones including BlackBerry.

The Blue Casting Contest, at the road show, offers on-the-spot gifts to the customers guessing correct answers to the questions received through the Bluetooth of their handsets. There is also an opportunity to click instant polaroid snaps with the special customized bike featured in MTS MBlaze advertisements. The same snap can be instantly put up on the social networking sites of the customer's choice through MTS social networking zone. The Gaming zone would enable customers to play an array of games. Customers can also experience the quality of data services through free browsing and surfing through the Infotainment zone

MTS and Qualcomm are front-runners in introducing world-class, cutting edge technologies in India to enhance the customer's experience. MTS has recently been conferred with 'Fastest Growing Data Operator Award' by CMAI at the National Telecom Awards 2010. *Qualcomm is a registered trademark of Qualcomm Incorporated. All other trademarks are the property of their respective owner.*

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 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured 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. MTS has the widest CDMA2000 futuristic technology footprint in India covering 84 cities and towns, and has 200,000 mobile broadband subscribers. MTS has more than 100 million subscribers all over the world.

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

Media contacts:

Reet Gwari
Sistema Shyam TeleServices Ltd.
M. 09136001495
reet.gwari@mtsindia.in

Aditee Dey
Adfactors PR Pvt Ltd
M. 09711306389
aditee.dey@adfactorspr.com