



News Release

MTS INDIA JOINS THE CDMA DEVELOPMENT GROUP

~ Commits to promoting adoption and evolution of the latest in CDMA technology as per international developments ~

New Delhi, September 02, 2009: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL), today announced that it has joined the CDMA Development Group (CDG), an international consortium of CDMA service providers and manufacturers, application developers and content providers. Founded in December 1993, the CDG has more than 140 members worldwide, including operators, equipment vendors, application developers, content providers and other telecommunications companies that work together to ensure interoperability among systems while expediting the adoption of CDMA2000[®] wireless systems across the globe.

The association with CDG will help MTS to interact with industry decision makers and innovators from CDMA service providers and manufacturers worldwide, and will give critical insights into the CDMA technology, industry patterns, customer buying patterns and customer needs. MTS will be able to network with the pioneers of CDMA technology in this space and discuss industry trends, roadblocks and future technologies on the CDMA platform.

Making the announcement, **Mr. Vsevolod Rozanov, president and CEO of Sistema Shyam TeleServices Limited**, said, "MTS India is currently launching CDMA2000 services very aggressively across different telecom circles of the country. As a consortium of international CDMA service providers and manufacturers, CDG provides the right platform for MTS India to connect with the global CDMA community. We can share our experiences and also learn about new emerging technologies. Our participation in CDG also reinstates our long-term commitment to CDMA in India and ensures that the benefits of latest breakthroughs in CDMA technology can percolate through the diaspora of both the urban as well as the vastly untapped rural population of the nation."

“The CDG is pleased to welcome MTS India as a member,” said **Mr. Perry LaForge, Executive Director of the CDMA Development Group**. “MTS’s enthusiasm and leadership will play a critical and dynamic role in further promoting CDMA2000 in India.”

The CDG has chosen India as the country in which to launch their Open Market Handsets (OMH) initiative for the CDMA mobile industry. Subscribers will be able to purchase an open market handset, and then use an OMH SIM card provided by any participating CDMA operator. The OMH initiative will lead to a wider choice of CDMA devices for the users, ranging from low-end handsets to feature-rich smartphones and netbooks.

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 71st ranked brand out of 100 top global brands in the world by Millward Brown.

For further details visit: www.mtsindia.in

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