



a step ahead

## **MTS Adds Another Chapter To Its Blueprint For SUPER FAST INTERNET HIGHWAYS Across India**

*~ Seamless HSD Connectivity Goes LIVE On 350 KM long Chennai - Bengaluru stretch of NH - 04 ~*

- *In July 2011, powered by MTS; the 265 KM long Delhi Jaipur highway became the first national highway in India to have seamless High Speed Data connectivity*
- *MTS has so far invested over 3 billion US dollars in its telecom operations in the country.*
- *Using the innovative MTS TV, customers will now be able to enjoy Live TV and on demand video channels on the go while traveling on the Chennai – Bengaluru Highway.*
- *The company has planned an aggressive communication campaign involving mass media and below the line initiatives across Tamil Nadu & Karnataka*

**Gurgaon – 12 October, 2011:** Sistema Shyam TeleServices that nationally provides telecom services under the brand MTS with over 13 million wireless subscribers today announced the launch of seamless High Speed Data (HSD) connectivity across the 350 KM long Chennai - Bengaluru stretch of National Highway 04. This particular stretch of NH 04 is one of the busiest national highways in the country. The roll-out is part of a larger blueprint wherein, the Company plans to provide seamless HSD connectivity on some of the busiest National Highways across the country. **Along with the Chennai – Bengaluru highway, MTS is the only telecom operator to currently provide High Speed Data services on the Delhi – Jaipur stretch of National Highway - 08.**

**According to Vsevolod Rozanov, President & CEO, MTS India,** “We were the first telecom company to launch HSD services on Delhi – Jaipur highway and now we are the first operator to launch HSD services on Chennai – Bengaluru stretch of NH-04. This launch is part of a larger blue print to take the mobile broadband usage in the country to the next level. In a phased manner, MTS will be launching seamless HSD services across some of the busiest highways in the country”.

Chennai - Bengaluru stretch of the National Highway - 04 is one of the busiest highways in the country witnessing a lot of tourist and commercial traffic. With HSD services now available all along the highway, MTS customers would be able to enjoy High Speed Data connectivity on the go. For customer benefit, MTS has introduced a daily usage plan, providing **unlimited data usage for one day for just Rs. 96**. This proposition would find a special appeal amongst MTS customers traveling on the highway. Additionally, customers can enjoy unlimited data usage with 30 day validity with **Unlimited MBlazer packs starting at just Rs.647**. The company is supporting the launch with an aggressive communication campaign involving mass media and below the line initiatives.



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### **Leveraging Data Opportunity In India**

As per Telecom Regulatory Authority of India's (TRAI) September 2011 report, the broadband penetration in India stands at just 1% as against the Wireless Teledensity of 71.59% and 12.50 Million broadband connections as of July 2011. The National Broadband Plan envisages provision of 160 million broadband connections including 60 million wireless broadband connections by the year 2014. Hence, there is a huge opportunity for the growth and proliferation of High Speed Mobile Broadband services in the country. MTS is rapidly expanding its high speed data (HSD) network and currently addresses over 92% of data potential across India.

### **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 joint venture 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 13 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1 million customers in over 200 cities across the country.

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