



## Press Release

### **MTS Aggressively Expands Its Presence Across Maharashtra and Goa Circle**

*~On the eve of Dhanteras launches 13 company branded retail outlets in a single day across Nagpur, Nashik, Aurangabad, Solapur, Pune, Kolhapur and Mapusa~*

- *Brand MTS launched in May 2010 in Maharashtra & Goa, now services more than 2.25 lakh customers including 2 lakh voice and over 28,000 data customers.*
- *In just 5 months, MTS also credited for establishing a strong network of 15,000 retail outlets across Maharashtra & Goa.*
- *In the next 30 days, company plans to open 10 additional Branded Retail Outlets in the two states.*

**Nagpur, November 3, 2010:** MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL) today rolled out 13 branded retail outlets across Maharashtra & Goa. Celebrating the eve of Dhanteras, the company launched 13 branded retail outlets in cities like **Nagpur, Nashik, Aurangabad, Solapur, Pune, Kolhapur** and **Mapusa (in Goa)**. This is in line with the aggressive expansion strategy planned by MTS for the Maharashtra and Goa circle. The company first launched its services in May 2010 in Maharashtra & Goa and in just 5 months, serves more than 2.25 lakh customers including 2 lakh voice and over 28,000 data customers.

Speaking at the inauguration of the company branded outlet in Gayatri Nagar in Nagpur, **Ashoo Sethi, Chief Operating Officer, Maharashtra Telecom circle, said,** “We at MTS are delighted to open 13 branded retail outlets across Maharashtra & Goa in a single day. This expansion is in line with our endeavor to reach and connect with customers in the shortest possible time. Going forward, our plans include opening 10 additional branded retail outlets in next 30 days in these two states.”

In just 5 months of its launch in Maharashtra and Goa, MTS is credited for establishing a strong network of **15000 retail outlets** across **900 towns** and **over 25000 villages** in the circle. Additionally, the company also has the widest network of High Speed Mobile Broadband service covering cities like Nagpur, Pune, Kolhapur, Solapur, Aurangabad, Nasik, Ahmednagar, Amravati, Jalgaon, Sangli and Goa.

### ***A Word About Voice Tariff Advantages Offered By MTS***

- First operator to launch Voice services at an attractive price of ½ paisa per second for all Local calls across Maharashtra, Goa & Mumbai
- All STD calls are charged at 1paisa / second
- The only operator to offer 10,00,000 minutes for making local MTS to MTS calls. This offer is valid for a lifetime.
- For enhanced customer value and convenience, Recharge vouchers (RCV) with denomination of Rs 50 and above offer full talk time.
- MTS has also made available extra talk time RCVs. For Rs 75, customers get a talk time worth Rs 90, similarly an RCV worth Rs 103 provides a talk time worth Rs 125 and an RCV costing Rs 150 offers a talk time of Rs 200 to the customers.

### ***More About Latest Offers For Data Customers***

- MTS has entered into an association with **Reebok** to offer a **FREE** pair of specially designed sport shoes on purchase of **MBlaze**. Additionally customers will also get data usage advantage of 1500 MB, all for just Rs 2999/-. The initiative is being rolled out in all **84 towns** under the MBlaze network across India.
- With festive season round the corner, **Speed Ka Double Dose** has been specially designed to provide huge savings to the customers. On purchase of MBlaze, customers to get a pair of Reebok shoes worth Rs 3499/- and data usage of 1500 MB worth Rs 1188 for just Rs 700. **Instead of paying Rs 6986/- new MBlaze customers would be required to pay just Rs 2999/-**. The entire proposition thus provides a saving of more than 50%.

### ***Added Advantage of MBlaze***

- Pan India roaming available, customers can take the MBlaze dongle where ever they go
- Is also available on Prepaid recharge – *customers can simply recharge MBlaze based on their usage*
- Recharging even with Zero Balance through MTS website ([www.mtsindia.in](http://www.mtsindia.in))
- Customers are not charged while surfing certain websites like – Yahoo, Wikipedia, Make my trip.

## **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 72<sup>nd</sup> out of the top 100 brands in the world. In a short span of time, MTS has secured over 7 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. MBlaze, the data service of MTS, offered in 84 towns of India, has over 3 lakh subscribers so far since its launch in November 2009. MTS has more than 110 million subscribers across the world.

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

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