



Press Release

For Immediate Release

MTS announces a comprehensive 'Win Win pack' for all telecom needs

Avail this pack at a special discounted price of Rs 399

Gurgaon, 23 June, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd, today announced a comprehensive plan called the 'Win Win pack' to suit all telecom needs. The total pack valued at nearly Rs 530 is available for Rs 399 at a special introductory discount of 25 per cent. The offer is valid in 11 MTS circles and is readily available at MTS Branded stores and through distributors. The product will be available in Andhra Pradesh very soon.

Mr. Leonid Musatov, Chief Marketing Officer, Sistema Shyam Teleservices Limited (SSTL) said, "MTS is committed to subscribers and our latest offering the 'Win Win pack' reflects this. It is innovative and has universal appeal and offers the best value for money." He further added, "Our Win Win pack is a one stop shop for subscribers and includes a comprehensive package for STD, local calling, SMS and caller tunes."

The pack has something for everyone, be it extra talk time, STD calls, Local calls, National or local SMS packs and Caller tune packs. The Win Win pack offers the following package:

- Special Value Voucher of Rs 150 – offering Rs 200 talk time for 30 days.
- STD pack of Rs 58 offering 120 STD minutes valid for 30 days.
- Local pack of Rs 94 offering 360 Local minutes valid for 30 days.
- SMS pack of Rs 9 – offering 100 Local and National SMSs valid for 30 days
- SMS pack of Rs 16 offering 150 Local and National SMS per day with Re 1 daily decrement valid for 30 days
- SMS pack of Rs 32 offering 600 Local and National SMSs valid for 30 days
- Caller tune pack of Rs 23 giving 1 month rental and 1 song download free
- Caller tune pack of Rs 46 giving 3 months rental and 1 song download free
- Recharge voucher of Rs 100

Apart from this, MTS has also launched another plan for Rs 199 offering 1000 Local minutes to any network. This offer is valid for 30 days.

About Sistema Shyam TeleServices Limited

Sistema Shyam TeleServices (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority share holder in this joint venture with a 74% equity stake, along with the Shyam Group holding a 23.5% stake and the remaining 2.5% being publically held. SSTL has 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 is a globally acclaimed telecom brand, the 8th largest telecom brand in the world. 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 5 million subscribers in the telecom circles of Kolkata, West Bengal, Rajasthan, Chennai, Tamil Nadu, Kerala, Bihar, Jharkhand, Mumbai, Maharashtra & Goa, Delhi& NCR and Karnataka and Andhra Pradesh. MTS has more than 100 million subscribers all over the world.

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

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