



a step ahead

MTS dials in Bollywood Sensation & Youth Icon Imran Khan As Its Brand Ambassador

~Imran to be an integral part of MTS' forthcoming campaigns in a multiyear contact~

- *Given the youthful appeal of brand MTS, signing of Imran Khan represents a perfect match with the attributes of the brand.*
- *Endorsement deal facilitated by Kwan Entertainment, India's renowned celebrity management company.*
- *MTS ranked amongst the 100th most valuable brand in the world by Millward Brown, connects over 15 million customers across India.*

Gurgaon, 26th December, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 15 million wireless customers today announced the signing up of Bollywood sensation and youth icon Imran Khan as its brand ambassador. The newly signed brand ambassador Imran Khan in a multiyear contract will play an integral part across all MTS' forthcoming campaigns.

Commenting on his association MTS' brand ambassador and Bollywood sensation, Imran Khan said, "I am excited to be a part of the 15 million strong MTS family. What drew me towards a global brand like MTS was its energy and its desire to connect and engage with people specially the youth. Given the times we live in, a national telecom operator like MTS is also a big unifier, connecting the nook and corners of our country. I am delighted to come on board and be a part of the same journey."

The signing of Imran Khan as the brand ambassador of brand MTS has been facilitated by India's renowned celebrity management company; Kwan Entertainment.

According to Leonid Musatov, Chief Marketing and Sales Officer, MTS India, "Brand MTS is all about experimenting and doing things differently. When we cross mapped these attributes, Imran came across as a clear choice. Both believe in challenging the norm and being a Step Ahead when it comes to their appeal amongst the youth. We are excited to have Imran Khan as the brand ambassador for MTS and look forward to do some memorable work together."

Imran is known to be extremely choosy in the kinds of brands he endorses. In addition to MTS, Imran Bollywood's hottest sensation also endorses a global cola brand and world's leading denim brand.

MTS, the next generation digital brand with focus on data market plans to leverage Imran's association through mass media, online space and a range of on ground initiatives across all its key markets.

More About MTS' Red Energy

MTS as part of its Data Centric; Voice enabled strategy offers an array of voice & data solutions to its customers including youth. This includes smart devices and MBlaze dongles through prepaid and postpaid plans. To further strengthen its engagement with the youth, MTS has rolled out '**Red Energy**' an innovative Youth Outreach Program. Imran is expected to be a part of this program.

The program is aimed at engaging change leading youth more meaningfully. In today's time when 'Online Social Status' has truly become social status, the 'Red Energy' program allows youth to leverage their online influence to advance their real life status with rewards and recognition from MTS.

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 15 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1.2 million customers in over 200 cities across the country. For more information, please visit www.mtsindia.in.

Media Contacts

Anurag Nigam
Corporate Communications
MTS India
Phone: +91 9136001571
Email: anurag.nigam@mtsindia.in

Joydeep Chakraborty
Adfactors PR Pvt Ltd
Phone: +91 9711306346
Email: joydeep.chakraborty@adfactorspr.com