



Press Release

MTS Announces Its Plans For MNP; Rolls Out attractive offers For Mobile Customers

~Migrating GSM and CDMA customers to benefit from MTS' high speed congestion free network~

- *Interest free Easy Monthly Instalment (EMI) facility on a range of MTS smart phones i.e. Buzz, Alive and Ivory.*
- *Offerings include a slew of benefits for mobile customers in the form of free local calls, free data & free local SMS*
- *Hallmarked MTS tariff offering of Half Paisa*

Gurgaon, 20th January, 2011: Sistema Shyam Teleservices Ltd (SSTL) which operates its telecom services under the brand MTS; today announced a range of innovative offerings for GSM and CDMA customers wanting to come on board the MTS' congestion free network. These offerings have been specially designed to offer convenience and benefits to customers switching to MTS' network. MTS has partnered with leading banks to offer the latest range of Smartphones through Easy Monthly Instalment (EMI) options. The customers can enjoy a slew of benefits including free MTS to MTS local calls, free data and free local SMS. Customers can also enjoy the popular tariff of MTS – Half paisa, pioneered by MTS

EMI options available with MTS Smart phones

Handsets	Price	EMI Option (3 months)
MTS Buzz	Rs.4499	Rs.1499
MTS Alive	Rs.6299	Rs.2099
MTS Ivory	Rs.13999	Rs.4666

According to **Leonid Musatov, Chief Marketing Officer, Sistema Shyam Teleservices Ltd**, "The roll out of Mobile Number Portability marks yet another milestone for the highly competitive telecom market in the country. It represents a very good opportunity for customers to experience MTS's high speed network. Given our congestion free network and world class customer care set up, MTS is excited to launch a slew of innovations for the benefit of migrating customers across India. I am confident that mobile customers will find all our offerings extremely appealing."

Attractive offers for customers buying handsets

Customers buying handsets would also get a slew of advantages in the form of Money Back offer which will be given in the form of free MTS to MTS local calls, free data and free local SMS.

Extra Value Plans

Customers migrating to the MTS network would be able to avail extra value plans. It includes benefits as high as 250% on the total cost of the Special Tariff Vouchers (STVs). These STVs are available in a range of denominations starting from Rs 298 till Rs 1499, all with a validity of 30 days.

Extra Value Plans					
MRP	Rs 298	Rs 496	Rs 695	Rs 997	Rs 1499
*Value Propositions across various MRPs					
Free Local & STD minutes	299	499	699	999	1499
Free Data	100	200	300	600	1499
Free SMS	25	100	200	300	1499
% of Savings	35%	60%	75%	100%	250%

**Tariff of 1p/sec for local & STD will be applicable after free usage*

Innovative offers for Migrating CDMA Customers

- CDMA customers switching to MTS would be able to avail the ½ paisa per second tariff for all local calls valid for 3 months with an FRC of Rs. 13.
- The second recharge of Rs. 50 will provide customer with a talk time of Rs. 75
- Additionally, with a recharge of Rs. 109 per month, customers would be able to avail full talk time, 109 free minutes for all local calls and all local calls at half paisa tariff with a validity of 30 days.

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 and 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 72nd out of the top 100 brands in the world. In a short span of time, MTS in India has secured over 9 million voice subscribers and under the MBlaze brand provides mobile broadband services to more than 450,000 customers across 96 cities in the country.

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

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