



a step ahead

MTS Rings in 2012; Announces 'New Year Bonanza' Initiative for its customers in West Bengal

~MTS Prepaid Voice Customers stand a chance to win a range of exciting prizes including LCD TVs, Smartphones, Handsets and Movie tickets~

- *Existing MTS prepaid customers just need to recharge with Rs.50 or above to participate in the initiative.*
- *Winners of LCD TVs will be announced weekly, winners of the smartphones, handsets and movie tickets will be announced daily through lucky draw.*
- *The contest is open till 15th January 2012 for participation.*

Kolkata, 29th 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 '**New Year Bonanza**' an innovative proposition for its existing prepaid voice customers in West Bengal circle. MTS customers across the circle stand a chance to win a range of exciting prizes including LCD TVs, Smartphones, Handsets and Movie tickets by recharging with Rs 50 and above.

According to Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal circle, MTS India, "We at MTS believe in offering innovative and value-enhancing propositions to delight and reward our customers. New Year Bonanza is one such innovative initiative taken for our esteemed voice customers of West Bengal region. I am sure that our customers would enjoy the opportunity of winning exciting prizes in the New Year by participating in this initiative".

To be a part of this initiative, existing MTS voice customers need to recharge with Rs.50 or above. The entries of the contest will be open till 15th January 2012. The winners of LCD TVs will be announced weekly, while winners of the smartphones, handsets and movie tickets will be announced daily through lucky draw.

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.

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