



a step ahead

## **MTS Announces The Winners Of The 'Win a Car' Customer Initiative**

*~MTS Voice Customers got the chance to win exciting including a Chevrolet Spark car, 42 MTS Mtag Smartphones and 6 LCD TVs~*

- *Mr. Mahesh Kumar from Delhi announced the winners of the Chevrolet Spark Car with maximum Callertunes download during the contest.*
- *To win the contest both new & existing MTS voice customers across India just needed to download maximum number of Callertunes via 55777 or any other medium and answer a simple question.*
- *The daily winners were chosen amongst the customers contributing maximum revenue per day. Similarly weekly winners were chosen amongst the customers contributing maximum revenue in a week.*
- *The contest ran for duration of 42 days with participation from over 14 lakh MTS customers from pan India.*

**Gurgaon, 14<sup>th</sup> December 2011:** Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with close to 15 million wireless customers, today felicitated the Mr. Mahesh Kumar from Delhi & NCR Circle as the winners of recently concluded '**Win a Car**' customer initiative, an exciting proposition for MTS' voice customers across India. The contest was open for all existing and new customers saw participation from over 14 lakh MTS subscribers to win a range of exciting prizes including Chevrolet Spark, 42 MTS Mtag Android Smartphones and 6 LCD TVs.

**According to Shankar Bali, Chief Operating Officer, Delhi NCR & Haryana circle, MTS India,** "We at MTS believe in persistent innovation and work towards bringing exciting proposition for our customers. Taking our endeavor forward, I am pleased to announce the winner of 'Win a Car' initiative started for our esteemed customers. I congratulate all the lucky customers who have won exciting prizes by participating in this initiative".

To be a part of this initiative, MTS voice customers just needed to download maximum Callertunes via 55777 contributing maximum revenue. The entries of the contest were open for 42 days, which saw participation from over 14 lakh MTS customers from pan India.

"With MTS, everyone can be sure that we would always be a Step Ahead to engage and excite our customers. As a part of it, we had launched the 'Win a car' initiative for our VAS users. This proposition was received with immense enthusiasm all over the country. I congratulate the winners of the contest and can assure our customers that they will see more exciting initiatives from MTS in the future", **said Sergey Korobov, Director – Value Added Services & Product Development, MTS India** at the prize distribution ceremony.

## **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 close to 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](http://www.mtsindia.in).

## **Media Contacts**

Anurag Nigam  
Corporate Communications  
MTS India  
Phone: +91 9136001571  
Email: [anurag.nigam@mtsindia.in](mailto:anurag.nigam@mtsindia.in)

Joydeep Chakraborty  
Adfactors PR Pvt Ltd  
Phone: +91 9711306346  
Email: [joydeep.chakraborty@adfactorspr.com](mailto:joydeep.chakraborty@adfactorspr.com)