



a step ahead

MTS Crosses 10 Mn Customer Milestone; Moves A Step Ahead To Roll Out Its New Global Brand; Redefines How Smartphones Are Sold In India

~ MTS Pulse Smartphone Worth Rs.18,000 Made Available For Free ~

- *Launched in March 2009, MTS crosses the 10 million customer mark in less than two years of operations*
- *MTS also has to its credit over 5 Lakh Mobile Broadband customers in over 130 towns across India*
- *MTS rolls out its new global Brand with a new tagline; MTS - A Step Ahead*
- *With MTS Pulse from HTC, customers to get free talk-time, free data usage, free SMSs and a lot more*
- *MTS launches a new integrated and disruptive brand communication program including a new TV commercial shot in Kuala Lumpur, directed by an acclaimed Brazilian Director Ana Paula Avetti Above the line communication to be backed by and a range of on the ground initiatives across all key markets*

Gurgaon, 15th March, 2011: Sistema Shyam TeleServices Limited (SSTL) that provides telecommunication services under the brand MTS, today unveiled a new identity designed to resonate with the new realities of today's youth, with the tagline, "A Step Ahead". This launch comes at a time when MTS has crossed the 10 million subscriber mark in India. The company also provides High Speed Mobile Internet services to over 5 lakh customers in the country. Adding to the celebrations, MTS has brought out for its customers the MTS Pulse from HTC– the company's first Android powered Smartphone.

According to Vsevolod Rozanov, President and Chief Executive Officer, Sistema Shyam TeleServices Ltd., "It is indeed a proud moment for me and the entire MTS team to have crossed the 10 million customer milestone. We had started this journey about two years ago in Tamil Nadu and have crossed this milestone in less than two years. Today, we are one of the fastest growing telecom companies in India with presence across all telecom circles. Going forward, it will be our endeavor to stay true to our data centric-voice enabled strategy to provide innovative telecom solutions to our customers."



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From a new entrant in 2009, MTS is India's only pure play CDMA operator providing telecom services to over 10 million customers. The company currently addresses over 85% subscriber potential and over 92% data potential in the country.

MTS – A Step Ahead; More about the new brand identity

When you refuse to step back, you step ahead. This thought runs embedded in the new MTS brand identity. It propels the passion for discoveries, an inspiration to stay ahead in terms of innovation, a promise to offer the best to the consumer. The new MTS identity relates to a new belief in India – that your **present does not determine your Future. With a range of technologies and services, the brand** enables you to bet on yourself, to never say no, to challenge existing beliefs, to “do what you can’t”.

According to Leonid Musatov, Chief Marketing Officer, Sistema Shyam TeleServices Ltd., “We are excited to unveil the new MTS brand, in line with MTS’ global strategy. MTS has recently been ranked as the 72nd most powerful brand in the world by Millward Brown. In keeping with our endeavor to delight our customers, we have adopted a disruptive approach to marketing that would redefine the way Smartphones are sold in India. The latest in our range of Smartphones is MTS Pulse from HTC. Powered by Android 2.1, it is a great combination of style and technology bundled with free calls, data usage and SMSs”

Take home the MTS Pulse from HTC for FREE

MTS has adopted a disruptive approach to redefine the way Smartphones are currently sold in India. MTS has brought for its customers the MTS Pulse from HTC. Based on Android 2.1, the phone combines style with performance. For the first time in India, customers can get a high end Smartphone worth Rs. 18,000 - for free. The customer does not need to make any upfront payment for the phone. The customer just needs to sign up for a monthly rental of Rs. 1500 with a commitment for 12 months. The customer would get the Smartphone for free. Additionally, the customer would get 1500 minutes, 1500 SMSs & 1500 MB data usage every month for 12 months.





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Details about the new integrated and disruptive brand communication program

The launch of MTS Pulse will be supported by a 360 degree communication campaign comprising of both *above and below the line* initiatives. The campaign will roll out in the third week of March, 2011. *Rediffusion – Y & R, New Delhi* has conceptualized the integrated communication campaign which includes mass media advertising, produced by Cutting Edge Films. The TV commercial has been shot on a large scale in Kuala Lumpur and has been directed by an acclaimed Brazilian Director Ana Paula Avetti who has been part of several successful international brand campaigns.

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 10 million voice subscribers and under the MBlaze brand provides mobile broadband services to more than 500,000 customers in more than 130 towns across the country.

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



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