



News Release

For Immediate release

## **MTS-Delhi Launch activity conferred GOLD award by EEMAX**

### **Recognised as Best Product Launch Activation Program**

**Gurgaon, 03 September, 2010:** The Delhi/NCR telecom circle launch activity at the DND flyway of MTS, the mobile telephony brand of Sistema-Shyam Teleservices (SSTL) has been awarded as the “**Best Product Launch Activation Program**” by EEMAX - The Event Management Agency Association of India. The award was presented at the annual meet of EEMAX last week.

The activity involved free passage of vehicle movement through the branded toll gates at DND at Noida to and from Delhi for the launch date in October 2009. Close to 100,000 vehicles had moved through the toll gate at Noida- on the Delhi- Noida border on 9,October 2009. The activity was to mark the arrival of the faster and smoother data service, combined with best of tariffs for telephony.

G2Rams, the event management agency of MTS has been conferred with a Gold award for organising this activity during the MTS Delhi circle launch last year. The awards were judged by an autonomous agency called Grant Thrompton.

**Speaking on the occasion, Mr. V. K. Cherian, Corporate Communications, Director of SSTL, said,** “We are elated by the fact that not just media and people of National capital region, but even the industry has noticed the uniqueness of this initiative.”

EEMAX organizes these awards on a yearly basis to recognize exemplary efforts put in by the event management agencies in organising exceptional activities throughout the year.

### **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 with a 74% equity stake; the Shyam Group holds a 23.5% stake and the remaining 2.5% is publicly held. SSTL has been allocated spectrum to provide mobile telephony services in all the 22 circles across the country.

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 has secured 6 million subscribers in the telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka and Andhra Pradesh. MTS has more than 100 million subscribers all over the world.

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

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