



a step ahead

## **MTS Expands Its High Speed Data Footprint In Haryana; Launches MBlaze Services In Ambala And Rewari**

*~ MBlaze Services now available across 9 towns of Haryana ~*

- *MTS Plans to invest over Rs 20 Crore for the expansion of business in Haryana during FY 2011.*
- *MBlaze – The high-speed mobile broadband service of MTS is supported by a robust network of close to 600 retail outlets in these 2 towns.*
- *Additionally, MTS using its High Speed Data network, also brings in the innovative MTS TV service - provides access to Live TV and Video on Demand to customers.*
- *MBlaze services also available in Panipat, Sonipat, Rohtak, Bahadurgarh, Hissar, Karnal and Yamunanagar.*

**Ambala, 26 July 2011:** Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers today announced the launch of its high-speed mobile broadband service, MBlaze in two towns of the Haryana Circle i.e. **Ambala and Rewari. This latest roll out extends the current MBlaze footprint to 9 towns across the state.** MTS India already provides MBlaze services to customers in major towns across Haryana namely - Panipat, Sonipat, Rohtak, Bahadurgarh, Hissar, Karnal and Yamunanagar.

**According to Shankar Bali, Chief Operating Officer, Delhi NCR & Haryana circles, MTS India,** “We are happy to expand the MBlaze network to two more towns across Haryana circle. Customers in these towns will now be able to enjoy our high speed mobile broadband service. We plan to invest over Rs. 20 Crore towards expansion of our telecom services across the state. This expansion is in line with our endeavor to make high speed mobile broadband service available to maximum number of customers in the shortest possible time.”

### **Data Opportunity In India**

As per Telecom Regulatory Authority of India’s (TRAI) July 2011 report, the broadband penetration in India stands at just 1% as against the Wireless Teledensity of 70.63% and 12.12 Million broadband connections as of May 2011. The National Broadband Plan envisages provision of 160 million broadband connections including 60 million wireless broadband connections by the year 2014. Hence, there is a huge opportunity for the growth and proliferation of High Speed Mobile Broadband services in the country.

MTS provides High Speed Mobile Broadband services in over 160 Indian cities including the top five metros. The company is rapidly expanding its high speed data (HSD) network and currently addresses over 92% of data potential across India.

## The MBlaze Advantage

- To suit everyone's pocket, MTS has introduced usage plans starting at just Rs.96 onwards
- Customers can enjoy unlimited data usage with **Unlimited MBlazer** priced at just Rs. 999 with 30 day validity.
- Customers can also choose from **Unlimited Long Validity Products** ranging from Rs 1198 to Rs 3990 with validity of 60 days to 180 days.
- MBlaze customers also enjoy the advantage of free surfing on popular websites like Yahoo and Wikipedia.
- MBlaze offers seamless mobile broadband experience to its customers with Zero roaming charges

## Exciting Offers for MBlaze Customers

- MTS has tied up with Hewlett Packard (HP) – On purchase of an HP laptop, customers can get an MBlaze device for just Rs. 999.

## MTS TV – Access to Live TV and Video on Demand

- Using MBlaze dongles and HSD (*High Speed Data*) compatible handsets, MTS customers can enjoy video streaming, High quality audio/video download and live play back.
- Customers can also watch LIVE TV and on demand Video Channels. The customers will get access to a range of News, Entertainment, Sports and Regional channels.

## 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 12 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 800,000 customers in over 160 cities across the country. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

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