



a step ahead

MTS Expands Its High Speed Data Footprint Nationally; Launches MBlaze in UP East & UP West Circles

~Rolls Out MBlaze Service in Lucknow, Allahabad, Kanpur, Dehradun, Aligarh, Agra, Bareilly, Gorakhpur, Meerut, Moradabad and Varanasi~

- *MTS has earmarked close to Rs. 25 Crore for the roll out of its High Speed Mobile Broadband services across UP East & UP West Circles.*
- *MTS now provides High Speed Mobile Broadband services in over 150 towns across India.*
- *MBlaze – The high-speed mobile broadband service of MTS is supported by a robust network of 5000 retail outlets and over 50 company flagship stores in 11 towns across UP East & UP West.*
- *MTS brings in the innovative MTS TV service - provides access to Live TV and Video on Demand to customers through its High Speed Data network.*
- *MTS also plans to launch its wireless postpaid services in the two circles by June 2011.*

Lucknow, 17th May 2011: Sistema Shyam TeleServices Ltd (SSTL), which nationally operates its telecom services under the MTS brand with over 10 million wireless customers, today announced the launch of its high-speed mobile broadband service, MBlaze in UP East & UP West Circles. MTS India has rolled out its high speed mobile broadband services in Lucknow, Allahabad, Kanpur, Dehradun, Aligarh, Agra, Bareilly, Gorakhpur, Meerut, Moradabad and Varanasi.

According to **Atul Joshi, Chief Sales Officer, MTS India**, “MTS is committed to building a business model based on its unique and differentiated ‘Data centric, Voice enabled’ strategy. As part of this commitment, the company is rapidly expanding its data footprint in the country and currently offers High Speed Mobile broadband services under the MBlaze brand in over 150 towns across India. Specifically, looking at UP East & UP West, they are an important market for us and we have earmarked close Rs. 25 Crore to roll out our high speed data services across the circles.”

MBlaze services in UP East & UP West are supported by a robust network of 5000 retail outlets and over 50 company flagship stores. The retail network has been rolled out to offer greater convenience and enhanced customer experience to both voice and data customers of MTS India.

According to **Arvind Kumar, Chief Operating Officer, UP East & UP West Circles, MTS India**, “We are excited to launch our High Speed Mobile Broadband service in UP East & UP West. Customers in these circles would now be able to enjoy the unmatched MBlaze experience coupled with attractive tariffs and innovative offerings. Going forward, we also plan to launch our voice and data postpaid services by June 2011 across the two circles.”

Data Opportunity In India

As per Telecom Regulatory Authority of India’s (TRAI) December 2010 report, the broadband penetration in India stands at just 0.8% as against the Teledensity of 60.99% as of September 2010. This in-turn translates to a mere 10.3 million broadband connections by the end of 2010. 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 India is rapidly expanding its high speed data (HSD) network and currently addresses over 92% of data potential across India.

MBLaze Tariff Advantage

- Introductory offer of unlimited data usage at Rs.999 for 30 days which is unmatched in the industry
- One day sachet pack with unlimited data usage at Rs. 96 – A first of its kind offering made available in the market

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.
- With MTS TV, customers can watch over 80 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 joint venture between 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 10 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 600,000 customers in over 150 towns across the country.

For more information, please visit www.mtsindia.in

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