



a step ahead

## **MTS Expands Its High Speed Data Footprint in Karnataka; Launches MBlaze Services in Chitradurga, Hospet, Bidar, Dodaballpur, Chikmagalur, Bagalkote, Karwar and Sarjapur**

*~ MBlaze Services now available across 35 Towns across Karnataka Circle ~*

- *MTS Plans to invest over Rs 100 Crore for the expansion of business in Karnataka during FY 2011*
- *MBlaze – The high-speed mobile broadband service of MTS is supported by a robust network of close to 19,500 retail outlets and 100 company flagship stores across Karnataka.*
- *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*

**Bengaluru, 04 July 2011:** Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 11 million wireless customers today announced the launch of its high-speed mobile broadband service, MBlaze in eight towns - *Chitradurga, Hospet, Bidar, Dodaballpur, Chikmagalur, Bagalkote, Karwar and Sarjapur*. **This latest roll out extends the current MBlaze footprint to 35 towns across the state.**

**According to Suresh S Kumar, Chief Operating Officer, Karnataka and Andhra Pradesh circles, MTS India,** “We are excited to expand the MBlaze network to eight more towns across Karnataka circle. Our high speed mobile broadband service is now available in 35 towns in Karnataka. We plan to invest over Rs. 100 Crore for expansion of our business in Karnataka. This expansion is in line with our endeavor to make high speed mobile broadband services available to maximum number of customers in the shortest possible time.”

### **Leveraging Data Opportunity In India**

As per Telecom Regulatory Authority of India’s (TRAI) June 2011 report, the broadband penetration in India stands at just 1% as against the Wireless Teledensity of 69.19% and 12.01 Million broadband connections as of April 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 **150** 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. Strengthening its presence in the Southern part of the country, **MTS now provides High Speed Mobile Broadband services in over 80 cities across Karnataka, Andhra Pradesh, Tamil Nadu and Kerala.**

## **MBlaze Tariff 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.
- MBlaze customers also enjoy the advantage of free surfing on popular websites like Yahoo and Wikipedia.

## **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; made available through prepaid as well as postpaid plans. Additionally, the customers can enjoy data usage of 3GB at just Rs. 444 per month for lifetime.

## **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 11 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 800,000 customers in over 150 cities across the country. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

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