



a step ahead

MTS Expands Its High Speed Data Footprint in Kerala; Launches MBlaze Services in Kunnathangadi, Angadippuram, Thenhippalam, Vadanappally, Chalakkudy, Thodupuzha Kayamkulam, Attingal, Thrikkannapuram

~ MBlaze Services now available in 59 Towns across Kerala Circle ~

- *MBlaze – The high-speed mobile broadband service of MTS is supported by a robust network of over 34 branded retail outlets, 4400 mass retail outlets & 100 organized retail outlets in HSD Towns*
- *MTS in Kerala circle has a retail strength of 40 branded retail outlets, 7800 mass retail outlets and 100 organized retail outlets*
- *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*

Kochi, 20th February 2012: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 15 million wireless customers today announced the launch of its high-speed mobile broadband service, MBlaze in nine towns - ***Kunnathangadi, Angadippuram, Thenhippalam, Vadanappally, Chalakkudy, Thodupuzha Kayamkulam, Attingal, Thrikkannapuram.*** This latest roll out extends the current MBlaze footprint to 59 towns across the state.

According to Vijay Kumar TV, Head-Operations, Kerala, MTS India, “We are immensely proud to expand the MBlaze network to nine more towns extending our reach to 59 towns across Kerala circle. This latest expansion is in sync with our endeavor to make MBlaze, our 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) January 2012 report, the broadband penetration in India stands at just 1% as against the Wireless Teledensity of 74.15% and 13.30 Million broadband connections as of December 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 is rapidly expanding its high speed data (HSD) network and currently addresses over 92% of data potential across India.

MTS’ HSD footprint covers more than 200 towns across Andhra Pradesh, Tamil Nadu, Karnataka and Kerala. The company is also credited to be the **first telecom operator to provide HSD services on a national highway in Southern India; Chennai – Bengaluru National Highway.**

MBlaze Tariff Advantage

- MTS has introduced a daily usage plan, providing **unlimited data usage for one day for just Rs. 96.**
- Additionally, customers can enjoy unlimited data usage with 30 day validity with **Unlimited MBlazer** packs starting at just **Rs.798.**

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. 699; 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 15 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1.5 million customers in over 300 cities across the country.

For more information, please visit www.mtsindia.in

Media Contacts:

Aditia Bhalla
Corporate Communications
Sistema Shyam TeleServices Ltd.
M.09136001696
aditia.bhalla@mtsindia.in

Joydeep Chakraborty
Adfactors PR Pvt Ltd
M. 09711306346
joydeep.chakraborty@adfactorspr.com