



MTS launches MBlaze, Its High Speed Mobile Broadband Service in Seven Towns in Rajasthan - *Alwar, Bhilwara, Ajmer, Bikaner, Kankroli, Banswar, Rajnagar*

~ Expands High Speed Data Footprint To 15 Towns Across The State, Plans to Increase Its Presence To 33 Towns In The Next 15 Days ~

- *Company plans to further invest close to Rs.25 Crore for expansion of Data business across the state.*
- *MBlaze – The high-speed mobile broadband service of MTS is supported by a robust network of 1500 retail outlets across Rajasthan.*
- *MTS has tied up with Hewlett Packard (HP) – On purchase of HP laptops, customers can get MBlaze for just Rs. 999 with special offers on prepaid as well as postpaid*
- *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*

Jaipur, 31 January 2011: Sistema Shyam TeleServices Limited (SSTL) today announced the launch of its high-speed mobile broadband service, MBlaze in seven towns - *Alwar, Bhilwara, Ajmer, Bikaner, Kankroli, Banswar, Rajnagar*. **This latest roll out extends the current MBlaze footprint to 15 towns across the state.** The company has formulated aggressive expansion plans and within the next 15 days, plans to extend its High Speed Mobile Broadband services to a total of **33 key towns** across Rajasthan.

According to Sandeep Yadav, Chief Operating Officer, Rajasthan circle, Sistema Shyam Teleservices Ltd, “MTS is excited to expand its MBlaze network to seven more towns across Rajasthan. Our high speed mobile broadband service is now available in 15 towns in Rajasthan. In the next 15 days, we plan to take the count to 33 towns across the state. We have earmarked close to Rs. 25 Crore for expansion of our Data business 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) 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 provides High Speed Mobile Broadband services in over 100 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.

MBlaze Tariff Advantage

- To suit everyone's pocket, MTS has introduced usage plans starting at just Rs.198 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, Wikipedia, MakeMyTrip.

Exciting Offers for MBlaze Customers

- MTS has tied up with Hewlett Packard (HP) – On purchase of an HP laptop, customers can get MBlaze for just Rs. 999; made available through prepaid as well as postpaid plans

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 joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture and 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 72nd out of the top 100 brands in the world. In a short span of time, MTS in India has secured over 9 million voice subscribers and under the MBlaze brand provides mobile broadband services to more than 450,000 customers in more than 100 cities across the country.

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

Media Contacts:

Anurag Nigam
Corporate Communications
Sistema Shyam TeleServices Ltd.
M. 09136001571
anurag.nigam@mtsindia.in

Harish Balani
Adfactors PR Pvt Ltd
M. 09828541834
harryjpr@gmail.com