



MTS Expands Its National Footprint, Launches Mobile Telephony Services in Gujarat

~MTS ranked amongst the top 100 most valuable brands in the world~

- *Company's launch plan includes an investment of Rs 100 Crore in Gujarat.*
- *MTS customers in Gujarat will now have access to the nationally successful ½ paisa per second prepaid tariff plan, connecting them anywhere within the state.*
- *Launch of MTS service in the state is supported by the roll out of an innovative concept called Timeage; i.e. deriving best mileage for mobile usage.*
- *Timeage is all about getting more value for the money invested by a customer. This is expressed in the number of days a customer can remain connected by using MTS services.*
- *MTS services will cover 245 towns and 5000 villages across the state of Gujarat.*

Gurgaon, 02 December 2010: Sistema Shyam TeleServices Limited (SSTL) today announced the launch of its mobile telephony services under the MTS brand in Gujarat. The launch extends the company's national footprint to 13 telecom circles including the entire Western region of India. With the launch, MTS customers in Gujarat will now have access to the nationally successful ½ paisa per second prepaid tariff plan enabling them to connect anywhere within the state. In addition MTS mobile users will also have the benefit of 'Timeage'. This innovative concept enables MTS customers to derive best mileage for the money invested in mobile services and handset bundled offers. The concept of 'Timeage' is unique and unmatched by any other competing options currently available in the market.

Announcing the launch of MTS in Gujarat, **Vsevolod Rozanov, President and Chief Executive Officer, Sistema Shyam TeleServices Limited (SSTL)** said, "This is an extremely proud moment for us. With the launch of our services in Gujarat MTS takes another big step in expanding its national footprint across the country. Mobile customers in Gujarat will now get to experience the services of a global brand like MTS, which stands for world class telecom services backed by seamless connectivity on a congestion free network."

Company's launch plan includes an investment of **Rs 100 Crore** in Gujarat. These funds will be utilised in building the service network for MTS customers across the circle. Over the next 3 months, MTS customers would be serviced by an extensive network of over 150 dealers and 31000 retail outlets across the state.

According to **Navid Rashid, Chief Operating Officer, Gujarat**, "The launch of MTS services in Gujarat will provide mobile customers the access to our nationally successful ½ paisa per second tariff plan. This is bound to result in huge savings for mobile customers in the state. In-addition to an unmatched tariff, our focus is also to provide a world class

customer care service and add more value-for-money for customer through innovative products like Recharge Booster, where we give 25% extra talk time with every subsequent recharge for a year. I am confident, mobile users in Gujarat will find our offering extremely appealing.”

Timeage – Deriving Best Mileage From Your MTS Mobile

- Timeage is all about providing added mileage to a customer’s mobile phone. Simply put it is the actual extended value derived from an MTS mobile, expressed as a function of time.
- For e.g., a recharge of Rs 100 done by an MTS mobile user would last for 67 days as compared to just 32 days being offered by any other operator (under standard talking conditions - 4.1 minutes a day).
- Additionally MTS customers can also avail the added advantage of 25 % extra talk time with the First Recharge (FRC) of Rs 55 on all future recharge vouchers valid for a year.

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 with a 73.710% equity stake; the Shyam Group holds a 23.792% stake and the remaining 2.498% is publicly held.

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 has secured over 7.5 million subscribers. The company is present in 13 telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka, Andhra Pradesh and Gujarat. MBlaze, the data service of MTS, offered in 84 towns of India, has over 3.5 lakh mobile broadband customers so far since its launch in November 2009. MTS has more than 110 million subscribers across the world.

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

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