



MTS India Brings MTS Livewire and MTS MTag 3.1 Smartphones To Market; Announces Disruptive Bundle Usage Offers

~ Customers purchasing MTS Livewire & MTS MTag 3.1 to get FREE USAGE of up to Rs. 10,000 ~

- MTS Livewire & MTS MTag 3.1 are the most affordable Android powered Smartphones in India
- Both handsets have been made available through attractive postpaid and prepaid plans
- Running on Android 2.2 Froyo, MTS Livewire & MTS MTag 3.1 enable customers to get access to more than 200,000 applications.
- The launch of the Smartphones is supported by a 360 degree communication program including a new TV Commercial, print advertising, digital media and a range of below the line initiatives.

Gurgaon, October 04, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 13 million wireless customers today announced the market roll out of India’s most affordable Android Smartphones – MTS Livewire and MTS MTag 3.1 packed with attractive usage bundles aimed at the tech savvy youth. Priced in the sub Rs 5000 category, these Smartphones run on Android 2.2 Froyo and come bundled with free talk time, SMSs and data usage. The two smart phones have been positioned as social media enablers for the youth community.

According to Leonid Musatov, Chief Marketing & Sales Officer, MTS India, “It gives me immense pleasure to announce the launch of India’s most affordable Android Smart phones preloaded with data & voice usage. The latest in our range of Smartphones are MTS Livewire and MTS MTag 3.1. Powered by Android 2.2 Froyo, these smartphones exude a fine mix of style and technology bundled with free calls, data usage and SMSs”. **Adding further,** “Given the festive season, we are also planning an aggressive 360 degree communication campaign involving both above and below the line initiatives”.

Tariff Advantage

	MTS Livewire		MTS MTag 3.1	
	Prepaid	Postpaid	Prepaid	Postpaid
Price	Rs 4999	Rs 2999	Rs 5499	Rs 3499
Contract Duration	N.A.	12 months	N.A.	12 months
Monthly Rental	Nil	Rs 249	Nil	Rs 249
Bundled Offer	150 Minutes + 150 SMS + 150 MB Data	249 Minutes + 249 SMS + 249 MB Data	150 Minutes + 150 SMS + 150 MB Data	249 Minutes + 249 SMS + 249 MB Data
Free Usage	Rs 6480	Rs 10,700	Rs 6480	Rs 10,700

More About MTS Livewire and MTS MTAG 3.1

MTS Livewire is equipped with Android 2.2 Froyo and runs on state-of-the-art CDMA EV-DO network providing access to High Speed Data on the move. The Smartphone provides easy access to Google Mail, YouTube, Google Talk and Google Maps. The powerful Voice Search lets the users find information without having to type anything. The Android market place provides access to over 200,000 applications.

MTS MTAG 3.1 comes with a 2.8" capacitive touch-screen offering 240x320 pixels display and runs on Android 2.2 Froyo. Supporting Multi-format Audio/Video player with 3.5mm jack, MTS MTAG 3.1 is packed with a 3.2 megapixel camera. The phone also has the MTS TV application allowing its users on the go access to Live TV and On demand video playback. MTS MTAG 3.1 provides easy access to Google Mail, YouTube, Google Talk and Google Maps. The powerful Voice Search lets the users find information without having to type anything.

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 over 13 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1,000,000 customers in over 200 cities across the country.

For more information, please visit www.mtsindia.in

Anurag Nigam
Corporate Communications
MTS India
Phone: +91 9136001571
Email: anurag.nigam@mtsindia.in

Joydeep Chakraborty
Adfactors PR Pvt Ltd
Phone: +91 9711306346
Email: joydeep.chakraborty@adfactorspr.com