



a step ahead

## MTS India Creates History, Brings World's First CDMA EV-DO Rev.B Phase II Network To India

~ MTS launches MBlaze Ultra in Jaipur; Top metros and other key cities to follow ~

- *Launch in Jaipur part of a phased roll-out – draws plans to make MBlaze Ultra available in more than 25 key cities across India.*
- *The Company has so far invested over INR 135 billion in India; plans to invest close to INR 500 million in Rajasthan during 2011.*
- *With download speeds of 9.8 mbps, MBlaze Ultra enables an exciting buffer free media streaming experience for the customers.*
- *MBlaze Ultra made available for just Rs. 2499.*

**New Delhi – September 1, 2011** - Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers, today created history by bringing the world's first CDMA EV-DO Rev.B Phase II network to India. This announcement marks the beginning of a phased roll out, wherein the company would be launching the advanced Rev.B Phase II network in Jaipur followed by top metros and other key cities across India.

With this historic announcement, MTS India takes a giant leap in providing a significantly enhanced customer experience while accessing streaming multimedia. To experience the full power of CDMA EV-DO Rev.B Phase II, MTS India has introduced **MBlaze Ultra** - a special Hi-Tech dongle providing data download speeds of 9.8 megabytes per second. The launch event to make this historic announcement was organized in Delhi in presence of **James Person, Chief Operating Officer – CDMA Development Group (CDG), Dr Avneesh Agrawal, President - Qualcomm India & South Asia and Vsevolod Rozanov President & CEO MTS India.**

**According to Vsevolod Rozanov, President & Chief Executive Officer, MTS India** “MTS India has been credited for several industry firsts that has led us to stay a step ahead in terms of innovation. Adding to the list, I feel extremely proud to announce the coming in of the world's first CDMA EV-DO Rev.B Phase II network to India. This announcement is yet another testament of our commitment to provide the best in class products & services to our customers. This historic launch will redefine the way customers experience mobile broadband as we roll out MBlaze Ultra across India. I am confident all our customers will cherish the MBlaze Ultra experience”.

### **Taking A Lead Through CDMA EV-DO REV.B Phase II Network**

The commercial use of EV-DO Rev.B technology will greatly enhance the mobile broadband experience of MBlaze Ultra users. Compared to EV-DO Rev.B Phase I, the Phase II technology can further enhance the BTS cell capacity, spectrum efficiency and peak rate, achieving high speed rate as high as 4.9 Mbps in single frequency carrier and 9.8 Mbps in two frequency carrier bundle.

“We congratulate MTS for becoming the first operator to commercially launch a CDMA2000 EV-DO Rev. B Phase II network in India. The EV-DO network allows for fast transmission of data services, and the upgrade to EV-DO Rev. B Phase II network will allow MTS to provide an enhanced consumer experience with even higher speeds, superior indoor penetration and outdoor coverage,” **said Dr. Avneesh Agrawal, President, Qualcomm India and South Asia.**

CDMA EV-DO Rev.B Phase-I network is present in several countries across the world including Japan, Norway, Indonesia, Sweden, South Korea and Ukraine among others. However, **MTS India is credited to be the first telecom company in the world to commercially launch the CDMA EV-DO Rev.B Phase II network.**

**According to James Person, Chief Operating Officer – CDMA Development Group (CDG),** “Today is a historic day as MTS has taken the lead to bring the world’s first CDMA EV-DO Rev.B Phase II network to India. This launch is significant for both customers and telecom companies around the world. This state-of-the-art network technology presents a great opportunity for telecom operators including MTS to offer a far more evolved set of value-added services including rich media streaming experience. This has clearly set the bar higher for other telecom operators to follow suit and to revolutionize the mobile broadband experience for their customers.”

### **MBlaze Ultra; Freedom From Buffering**

- MBlaze Ultra enables customers to have a **seamless, buffer free** video watching experience
- To get an MBlaze connection, customers can choose from the following two options
  - A. **The Free Device Option**
    - Customers just need to pay Rs. 4599 to get an MBlaze Ultra dongle for free. Additionally, they will get 1 GB data usage per month for six months.
  - B. **Extra Usage Option**
    - Customers can purchase the MBlaze Ultra device for just Rs. 2499.
    - Monthly rental plans have been made available starting at Rs. 629.
    - As an introductory offer, all customers purchasing MBlaze Ultra in the first month of launch will get 50 percent extra usage for lifetime.

### **MTS TV**

- Using MBlaze Ultra dongles, 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 over 100 Live TV and Video on Demand 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 over 13 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1 million customers in over 200 cities across the country. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

### **About Qualcomm**

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of wireless communications, connecting people more closely to information, entertainment and each other. Today, Qualcomm technologies are powering the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and accessible to people everywhere. For more information, visit Qualcomm around the Web: [www.qualcomm.com](http://www.qualcomm.com)

*Corporate Blog:* [www.qualcomm.com/blog](http://www.qualcomm.com/blog)

*Twitter:* [www.twitter.com/qualcomm](http://www.twitter.com/qualcomm)

*Facebook:* [www.facebook.com/qualcomm](http://www.facebook.com/qualcomm)

### **About CDMA Development Group (CDG)**

The CDMA Development Group is a trade association formed to foster the worldwide development, implementation and use of CDMA2000 and other complementary wireless solutions. Its member companies include many of the world's leading service providers and equipment manufacturers. The primary activities of the CDG include development of advanced features and services, evolution of standards, technical education, advocacy, regulatory affairs, global roaming and device availability. Currently, there are more than 500 individuals working within various CDG industry initiatives.

**For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)**

Viraj Chouhan  
Corporate Communications Director  
MTS India  
[viraj.chouhan@mtsindia.in](mailto:viraj.chouhan@mtsindia.in)  
+91 9136404000

Joydeep Chakraborty  
+91 9711306346  
[joydeep.chakraborty@adfactorspr.com](mailto:joydeep.chakraborty@adfactorspr.com)