



a step ahead

MTS India Creates History, Launches International Roaming For Its Customers; Partners With 433 GSM Networks in 231 Countries

*~ MACH's ISR solution enables MTS India to offer international roaming on
'One Number and One Bill' ~*

- *First Telecom Operator in the country to launch International Roaming Services for CDMA Prepaid subscribers*
- *MTS becomes the first Telecom Operator in the country to launch international data roaming for CDMA prepaid customers*
- *For the first time launches a dual mode sim card working on GSM and Open Market CDMA handsets*

Gurgaon, 17th October, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 13 million wireless customers today created history with the launch of International Roaming services for its prepaid subscribers enabling them to roam across 433 GSM networks in 231 countries. The company has also launched a dual mode SIM card which would work both on GSM handsets while abroad and on OMH CDMA handsets while in India. With this announcement, MTS becomes the first telecom operator in the country to provide international data roaming for CDMA prepaid customers.

MTS customers on international roaming would have access to GPRS services in 206 countries on 322 telecom networks. Additionally, MTS customers will be able to enjoy HSDPA services in 114 countries on 145 roaming networks.

According to Leonid Musatov, Chief Marketing & Sales Officer, MTS India, “We at MTS are always looking at innovation in our products and services to enhance customer experience. With a view to enhance connectivity and convenience, we have now introduced international roaming services for our customers. This would enable our customers to stay connected while traveling abroad without changing their phone numbers and also enjoy seamless data connectivity on the go, internationally”.

Raghunatha Chary, Regional Vice President Sales, India, MACH, commented: “We are delighted that MTS India selected our market leading Inter-Standard Roaming solution to be the first in India to provide its pre-paid customers with seamless access to international roaming on GSM networks across the world. Our solution enables MTS India to deliver a full portfolio of voice services and applications to its customers, through one device, one number and with one bill, so enhancing customer satisfaction and increasing mobile usage.



a step ahead

Activation of International Roaming

MTS customers availing international roaming services for the first time just need to walk into an MTS Branded Retail Outlet (BRO), submit the required documents including copy of a valid passport and request to activate the service on their mobile numbers and get their SIM card swapped to the International Roaming card.

For additional customer convenience, interested MTS customers can also download the International Roaming service request form from the MTS India website (www.mtsindia.in) and submit it with the required documents at the nearest MTS BRO.

Post the initial activation, on subsequent international visits, customers can simply dial MTS customer care to activate or deactivate international roaming on their MTS mobile numbers.

MACH's Inter-Standard Roaming Solution

MACH's Inter-Standard Roaming Solution enables CDMA operators around the world to provide their pre-paid and post-paid customers with seamless access to international roaming on GSM and high-speed 3G networks and other wireless technologies. It is both quick and easy to implement, providing a cost-effective extension of network coverage and reducing customer churn. It offers an efficient and value added approach for CDMA operators, unlocking new revenue opportunities, and providing service continuity for their customers as they travel. This is especially useful when network operators across the world are working towards providing seamless connectivity to their customers.

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 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

About MACH

MACH connects and monetizes the telecom world. It provides its 650 operator customers with roaming, interconnect, messaging, and direct billing solutions, all integrated with its \$10bn / year operator settlement capability. It is the largest provider of data and financial clearing solutions for wireless roaming and operates the globe's largest and fastest growing open connectivity roaming hub, Link2One. It inserts the operator in the content and application value chain and serves the reseller and wholesaler community with its A2P messaging solutions. Headquartered in Luxembourg, MACH has offices in 12 countries and employs more than 1,000 people worldwide. Its customers include Orange, Telefonica, T-



a step ahead

Mobile, Telus, Verizon Wireless and Microsoft, as well as enterprise messaging customers like KLM. For more information, visit www.mach.com.

For more information, please visit www.mtsindia.in

Media Contacts:

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

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

Eileen Preston
Global PR Manager
MACH
+44 0207 959 8119
Eipr@mach.com