



a step ahead

## **MTS India Takes The Lead, Slashes Calling Rates To US, Canada & UK To Rs 3.99 Per Minute, A Reduction of 40%**

*~Starting 15<sup>th</sup> May, Reduced ISD Call Rates To Be Made Available To All MTS India Customers, Nationally~*

- *MTS customers not required to commit anything in terms of subscription to special calling packs or making mobile recharges of particular denominations*
- *Currently, majority of the competing mobile operators have priced their calling rates to US, Canada and UK fixed at Rs. 6.4 / minute*
- *MTS to launch this special initiative on 15<sup>th</sup> May to celebrate the International Day of Families*
- *Recently, MTS had slashed its calling rates to Japan by 78%.*
- *MTS also provides the most economical calling rates to CIS countries and Russia.*

**Gurgaon, 11<sup>th</sup> May, 2011:** Sistema Shyam TeleServices Ltd (SSTL), which nationally operates its telecom services under the MTS brand and has over 10 million wireless customers, has added yet another first to its list. MTS India customers will now be able to call USA, Canada and UK at just Rs. 3.99 per minute. MTS customers can enjoy the reduced rates while calling both mobile and fixed line in USA and Canada and fixed line in UK. The ISD calling rates to these countries have been slashed by as much as 40%. It is equally significant to note that MTS customers would not be required to commit anything in terms of subscription to special calling packs or making mobile recharges of particular denominations etc. The Rs 3.99 / minute will be made available as the default calling rate to all MTS India customers across the country. Currently, majority of the competing mobile operators have priced their calling rates to US, Canada and UK at Rs. 6.4 / minute.

MTS India has chosen 15th May, the International Day of Family to launch this special initiative.

The year 1994 was proclaimed as the International Year of Families by the United Nations. This was a response to changing social and economic structures, which have affected and still affect the structure and stability of family units across globe. The International Day of Families, on May 15, is an occasion to reflect on the work started during 1994 and to celebrate the importance of families, people, societies and cultures around the world. The special day is celebrated globally, every year since 1995.

According to Leonid Musatov, Chief Marketing and Sales Officer, MTS India, "As people around the world get ready to celebrate family togetherness, we at MTS India have slashed our calling rates to USA, Canada and UK by as much as 40% to enable people to stay in touch with their loved ones. I am confident such an initiative would be very well received by all our customers."

Starting 15th May 2011, MTS India mobile phone users would be able to avail these slashed rates for a period of one month.

This is not the first time that MTS India has slashed its calling rates enabling people to go ahead and connect with their loved ones without having to worry about high call charges. Recently, MTS had slashed its calling rates to Japan by 78%. Also, MTS provides the most economical calling rates to CIS and Russia. Call to CIS countries – Armenia, Russia, Turkmenistan, Ukraine and Uzbekistan – are priced at Rs 5.99 per minute. Calls to Russia, as part of a special Russia calling card, are priced at Rs 4.99 per minute.

## **About Sistema Shyam TeleServices Ltd**

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between 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. Millward Brown in its 2011 report has ranked MTS as 80<sup>th</sup> out of the top 100 most valuable brands in the world. In a short span of time, MTS in India has secured over 10 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 600,000 customers in over 130 towns across the country.

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

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