



MTS India selects IBM to build its green data centres

- The move is estimated to target 20% of energy savings for the company

Gurgaon, India – 3rd,June: MTS India, the mobile telephony services brand of Sistema Shyam TeleServices Ltd.(SSTL) today announced that it has entered into an IT services agreement with IBM (NYSE: IBM) for building green data centers in India. Further to the deal IBM will design and build green data centers for SSTL, one each in Chennai and Gurgaon. The move is integral to supporting SSTL's pan India expansion plans for offering telephony services. The green data centres will help to achieve 20% of energy savings for SSTL.

Speaking on the need to adopt energy-efficient IT infrastructure in an enterprise, **Mr. Vsevolod Rozanov, President and CEO, Sistema Shyam TeleServices Ltd.** said, *“As a global telecom player with ambitious expansion plans for the Indian market, we are aware of the advantage of adopting energy-efficient operational measures and in the process will work proactively to reduce global energy emissions. We are glad to partner with a technology leader like IBM in making our IT infrastructure - Green Friendly.”*

The data centre solution being deployed by IBM provides the facility to scale the benefits of power and cooling automatically, depending on the load. IBM will also build a Network Operations Center (NOC) to help the SSTL team monitor and manage applications and network in a 24/7 environment. SSTL is currently in an expansion phase with plans to launch Pan-India telecom services in the coming months. The scalability and dynamic nature of the solution provided by IBM will ensure that SSTL's expansion plans are well-supported by a robust, resilient and Green IT infrastructure.

Shanker Annaswamy, Managing Director of IBM India Pvt. Ltd. said, “IBM's association with Shyam Sistema TeleServices Ltd is aimed at helping them take advantage of leading IT infrastructure solutions and assets. IBM has proven technologies, as well as a wide range of capabilities and skills across industries, to help clients achieve their business objectives. Moreover, SSTL's adoption of green and energy-efficient technologies can help them optimize their resources while serving their growing customer base across India.”

The Chennai site will serve as the main data centre for SSTL, while the data center in Gurgaon will serve as the disaster recovery site. IBM has deployed cooling solution at these data centers, which will result in substantial operational savings for SSTL.

SSTL is already providing telecom services in Rajasthan, Tamil Nadu and Kerala and has acquired licenses and spectrum to provide mobile telephony services in all the 22 circles across the country under its MTS brand name, recognized as one of the Top 100 Most Powerful Brands in the world.

About Sistema Shyam TeleServices Limited

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema {LSE: SSA} of Russia and Shyam Group of India. Sistema is the majority share holder in this joint venture with a 73.71%% equity stake, along with the Shyam Group, holding a 23.79% stake and the rest 2.5% being public partake. SSTL has licenses and spectrum to provide mobile telephony services in all the 22 circles across the country. Presently SSTL offers mobile telephony services in the Rajasthan, TamilNadu, Kerala as well as the Kolkata circles. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown.

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