



MTS India selects SITRONICS to deliver CRM and Billing System.

Gurgaon, April 25, 2009 – MTS India, the mobile telephony services brand of Sistema Shyam TeleServices Ltd. announced the selection of JSC SITRONICS (LSE:SITR), a leading vendor in telecommunication, IT and microelectronic solutions in Russia and the CIS countries to deliver, deploy and service its CRM and Billing System in India.

Commenting on this, Mr. Vsevolod Rozanov, President and CEO, Sistema Shyam TeleServices Ltd. said, “Both MTS and SITRONICS stand for best-in-class offerings in their respective fields. The CRM and billing system will enable us to provide highly efficient telecommunications solutions to a large number of clients. Sitronics brings a proven architecture with FORIS, which will help MTS India in market differentiation and maintaining competitive tariff levels for overall customer benefit and delight. Our vision has been to introduce world class services for all our customers and this is a step in that direction. Our growth and variety of services will demand scalability and a shorter time-to-market, which is a promise that we are confident SITRONICS, will help us to fulfill with excellence”

Sergey Aslanian, President of SITRONICS, commented: “This is our largest project in India. It will allow us to strengthen the SITRONICS’ position in one of the most promising and high potential telecom market in the world. The CRM and Billing System solution is an end-to-end flexible system which will allow Sistema Shyam TeleServices Ltd. to meet client expectations and adapt to changing market conditions in the most efficient and timely manner.”

The CRM and Billing System will be implemented in three stages, in direct correlation with Sistema Shyam TeleServices’ subscriber base growth plan. The deployment of the new system based on the FORIS solution will enable the Indian operator to service its fast-growing subscriber base and streamline its internal business processes. The FORIS solutions are currently applied for the networks of telecommunications operators in a number of countries, including Russia, Ukraine, Uzbekistan, Czech Republic, Germany, covering over 100 million customers

According to the Department of Telecommunications of the government of India, there were about 375 million cellular network subscribers as of February 2009, with a market penetration of around 33%. The subscriber base is growing by approximately 10 million subscribers per month.

Sistema Shyam TeleServices has a universal access service license to provide mobile telephony services throughout the entire geographical territory of India. This year the company will continue with its pan India network expansion. SCTL is eventually looking at a mobility subscriber base of 35 million customers by the year 2012, which is roughly about 7% of the projected Indian mobility market.

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.

About Sitronics

JSC Sitronics (LSE: SITR) is one of the leading vendors of telecommunication, IT and microelectronic solutions in Russia and CIS with growing presence in Central and Eastern Europe, at the Middle East and in Africa.

Sitronics has more than 3,500 customers; offices and branches in 32 countries of the world and exports its products into 60 countries of the world. The company has over 11,000 employees. Main enterprises of Sitronics are located in the following regions: Prague (Czech Republic) and Athens (Greece) – Telecommunication solutions; Kiev (Ukraine) – Information technologies; Zelenograd, Moscow (Russia) – Microelectronics solutions.

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