



Press Release

MTS Launches Its 100th Branded Retail Outlet In West Bengal *~Part Of Company's Strategy To Provide Enhanced Customer Convenience Through Expansion Of its Retail Presence in The State~*

- *Company achieves the milestone of 100 branded retail outlet with the inauguration of the customer outlet in City Center Mall, Kolkata*
- *Brand MTS launched in May 2009 in West Bengal, now services more than 1.5 million voice and data customers*
- *100th branded retail outlet of MTS in the state, inaugurated by popular Bengali film actress, Paoli Dam*

Kolkata, November 18, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL) today launched its 100th branded retail outlet in West Bengal. **The milestone has been achieved with the roll out of the MTS customer outlet in City Centre Mall, Kolkata.** The new store was inaugurated by popular Bengali actress **Paoli Dam**. This is in line with the company's strategy to provide enhanced customer convenience throughout West Bengal. The company first launched its services in May 2009 in West Bengal and in just 18 months, serves more than 1.5 million voice and data customers.

Speaking at the inauguration of the 100th MTS branded retail outlet at the City Centre Mall in Kolkata, **Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal circle, said,** "We at MTS are pleased to launch our 100th branded retail outlet in West Bengal. The achievement of this milestone is in sync with our strategy to offer greater customer convenience backed by unmatched tariffs. Going forward, our plans include looking at leveraging many more of such retail opportunities to further connect and engage with our customers."

In just a short span of one and a half years of its launch in West Bengal, MTS is credited for establishing a strong network of retailers across **10,000 towns and villages** in the circle. Additionally, the company also has a wide network of High Speed Mobile Broadband service covering cities like Kolkata, Durgapur, Asansol, Siliguri and Gangtok.

Speaking at the launch of the new retail outlet of MTS, **popular Bengali Film Actor, Paoli Dam said**, “I am delighted to be a part of the celebration which involves the launch of the 100th branded retail outlet of MTS in West Bengal. Initiatives such as these not only provide greater convenience but also offer the advantage of on the spot activations of voice and data services to customers. I wish MTS all the very best in achieving many more such milestones.”

Range of services offered at a typical branded retail outlet:

- New MTS customers get the advantage of instant activations on voice and data services on providing of valid documents.
- Branded Retail Outlets offer a range of MTS bundled handsets including Smart Phones and mobile broadband connectivity through MBlaze.
- Customers also have the option to evaluate and choose from a variety of Value Added Services.
- Additionally customers can also upgrade their MTS bundled mobile phone, MBlaze dongle and SIM Cards. Accessories are also available at these stores.
- Such outlets are a one stop shop for recharging and also accessing information and innovative schemes offered by MTS.

Voice Tariff Advantages Offered By MTS includes

- The only operator to offer 10,00,000 minutes for making local MTS to MTS calls. This offer is valid for a lifetime.
- All STD calls are charged at 1paise / second
- For enhanced customer value and convenience, Recharge vouchers (RCV) with denomination above of Rs 50 offer full talk time. (less service tax)
- MTS has also made available extra talk time recharges. Recharges worth Rs 101 provides a talk time worth Rs 115 and recharges costing Rs 200 offers a talk time of Rs 250 to the customer.

Latest Offers For Data Customers by MTS

- MTS has entered into an association with **Reebok** to offer a **FREE** pair of specially designed sport shoes on purchase of **MBlaze**. Additionally customers will also get data usage advantage of 12 GB all for just Rs 2998/-.
- With festive season round the corner, **Speed Ka Double Dose** has been specially designed to provide huge savings to the customers. On purchase of MBlaze, customers to get a pair of Reebok shoes worth Rs 3499/- and data usage of 12 GB worth Rs 999/. **Instead of paying Rs 6497/- new MBlaze customers would be required to pay just Rs 2998/-**. The entire proposition thus provides a saving of more than 50%.

Added Advantage of MBlaze

- Pan India roaming available, customers can take the MBlaze dongle where ever they go
- Is also available on Prepaid recharge – *customers can simply recharge MBlaze based on their usage*
- Recharging even with Zero Balance through MTS website (www.mtsindia.in)
- Customers are not charged while surfing certain websites like – Yahoo, Wikipedia, Make my trip.

About Sistema Shyam TeleServices Ltd.

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture with a 73.710% equity stake; the Shyam Group holds a 23.792% stake and the remaining 2.498% is publicly held. SSTL has been allocated spectrum to provide mobile telephony services in all the 22 circles across the country.

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 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured over 7 million subscribers in the telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka and Andhra Pradesh. MBlaze, the data service of MTS, offered in 84 towns of India, has over 3 lakh subscribers so far since its launch in November 2009. MTS has more than 110 million subscribers across the world.

For more information visit: <http://www.mtsindia.in>

Media contacts

Viraj Chouhan
Corporate Communications - Director
Sistema Shyam Teleservices Ltd
M.09136404000
viraj.chouhan@mtsindia.in

Sumit Singh Jamwal
Adfactors PR Pvt Ltd
M. 09810333116
sumit.jamwal@adfactorspr.com