



## Press Release

# MTS Launches Janmat 2010, An Innovative Value Added Service For Its Customers In Bihar & Jharkhand

*~ An IVR and SMS based service which will provide poll related information to MTS customers during Bihar State Elections 2010 ~*

**Patna, October 5, 2010:** MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd, today announced the launch of an Interactive Voice Response (IVR) and SMS based service, aptly called Janmat 2010. This innovative service will provide MTS customers with the latest information relating to Bihar State Elections.

Launching the service, **M K Sachdeva, Chief Operating Officer, Bihar & Jharkhand Circle, Sistema Shyam TeleServices Limited (SSTL)** said, “MTS is committed to provide an unmatched mobile telephony experience to all its customers. The launch of our latest offering, Janmat 2010 reflects the same endeavor. This service has been specially designed to provide information about Bihar elections to all MTS customers”. He further added, “By availing this service, MTS customers would be able to receive latest updates on Bihar elections and its analysis on the go”.

### ***More About Janmat 2010, Service By MTS***

Janmat 2010 can be availed by dialing “5303030” at a call charge of Rs. 3/min. The service will provide factual and unbiased information specific to an array of verticals. This will include news on nominations, updates about political parties, backgrounds of key contesting candidates of Bihar and their previous election performances. It will also offer MTS customers an in-depth view of constituency-wise results along with the predictions for forthcoming elections. In addition, customers will also be able to access light hearted jokes on all the election action.

## **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 74% equity stake; the Shyam Group holds a 23.5% stake and the remaining 2.5% 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 72<sup>nd</sup> out of the top 100 brands in the world. In a short span of time, MTS has secured over 6 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 2 lakh subscribers so far since its launch in November 2009. MTS has more than 100 million subscribers across the world.

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

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