



MTS Launches MBlaze in Gujarat; Rolls Out Its High Speed Mobile Broadband Services in Ahmedabad, Baroda, Rajkot, Surat, Gandhinagar, Bhavnagar, Jamnagar, Kodinar and Verawal

- *MTS has earmarked Rs. 100 Crore for roll out of its Voice and Data services across Gujarat*
- *MBlaze – The high-speed mobile broadband service of MTS is supported by a robust network of 8500 retail outlets and 15 company flagship stores across these nine towns*
- *With the Cricket World Cup fever running high, MTS launches a special World Cup pack – MBlaze customers to get 250 MB data usage free for every Indian victory in this World Cup.*
- *MTS brings in the innovative MTS TV service - provides access to Live TV and Video on Demand to customers through its High Speed Data network.*
- *MTS has tied up with Hewlett Packard (HP) – On purchase of HP laptops, customers get an MBlaze for just Rs. 999*

Ahmedabad, 3rd March 2011: Sistema Shyam TeleServices Limited (SSTL), operating its telecom services under the brand "MTS", today announced the launch of its high-speed mobile broadband service, MBlaze in Gujarat. The Company has rolled out its high speed mobile internet services in Ahmedabad, Baroda, Rajkot, Surat, Gandhinagar, Bhavnagar, Jamnagar, Kodinar and Verawal. With this launch, SSTL has brought in a rich portfolio of world-class voice and data services for its customers in Gujarat.

According to **Cheenu Seshadri, Chief Strategy Officer, Sistema Shyam TeleServices Ltd**, "MTS is committed to building a business model based on its unique and differentiated 'Data centric, Voice enabled' strategy. As part of this commitment, the company is rapidly expanding its data footprint in the country and currently offers High Speed Mobile broadband services under the MBlaze brand in over 130 towns across India including 75 of top-100 cities across the country. Specifically, looking at Gujarat, it is a key market for us and we have earmarked Rs. 100 Crore to roll out our voice and high-speed data services across the state."

Given the scale and speed of rollout of MBlaze service across the country, MTS now addresses over 92% of the data potential across India.

According to **Navid Rashid, Chief Operating Officer, Gujarat circle, Sistema Shyam Teleservices Ltd**, “We are excited to launch our High Speed Mobile Broadband service in nine towns across Gujarat. The launch of MBlaze services is supported by a robust network of 8500 retail outlets and 15 company flagship stores, backed by a world class customer care set up. Customers in Gujarat will now be able to enjoy the unmatched MBlaze experience coupled with attractive tariffs and innovative offerings.”

Data Opportunity In India

As per Telecom Regulatory Authority of India’s (TRAI) December 2010 report, the broadband penetration in India stands at just 0.8% as against the Teledensity of 60.99% as of September 2010. This in-turn translates to a mere 10.3 million broadband connections by the end of 2010. The National Broadband Plan envisages provision of 160 million broadband connections including 60 million wireless broadband connections by the year 2014. Hence, there is a huge opportunity for the growth and proliferation of High Speed Mobile Broadband services in the country.

Special Attractions

MBlaze World Cup Pack

- MBlaze World Cup Pack – On recharging with Rs. 496, MBlaze customers to get 5 GB data usage free. Additionally, for every Indian victory in the world cup, MBlaze customers will get 250MB data usage free. If India wins all its matches including the world cup final, the customers will get over 2 GB data usage absolutely free.

MBlaze Tariff Advantage

- To suit everyone’s pocket, MTS has introduced attractive data usage plans starting from Rs.198.
- Customers also have the option to enjoy unlimited data usage with **Unlimited MBlazer** priced at just Rs. 999 with a 30 day validity.

MTS TV – Access to Live TV and Video on Demand

- Using MBlaze dongles and HSD (*High Speed Data*) compatible handsets, MTS customers can enjoy video streaming, High quality audio/video download and live play back.
- With MTS TV, customers can watch over 60 LIVE TV and on demand Video Channels. The customers will get access to a range of News, Entertainment, Sports and Regional channels.

Exciting Offers for MBlaze Customers

- MTS has tied up with Hewlett Packard (HP) – On purchase of an HP laptop, customers can get MBlaze for just Rs. 999; made available through prepaid plans

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 and 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. 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 in India has secured over 9 million voice subscribers and under the MBlaze brand provides mobile broadband services to more than 500,000 customers in more than 130 towns across the country.

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

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