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MTS Launches Most Aggressive Special Tariff Plan Of 1 Paisa Per Minute For Customers Across North Bengal & Sikkim Region

~Offer available to both New and Existing Customers by simply recharging with Rs 99 and Rs 36 respectively~

- *The special tariff plan of calling 1 paisa per minute from MTS to MTS is available in all the towns across North Bengal and Sikkim region.*
- *MTS Customers will enjoy the benefit of this plan for six months after activation.*
- *The company has a robust network of over 2000 retail outlets and dealers across North Bengal and Sikkim region.*
- *MTS is the market leader for data in North Bengal and Sikkim with 70% of the data market share.*

Siliguri, 11th January 2012: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 15 million wireless customers today announced the launch of an exciting tariff plan of calling at 1 paisa per minute from MTS to MTS for its pre-paid voice customers across North Bengal and Sikkim region. The offer is available to both new and existing Customers by simply recharging with Rs 99 and Rs 36 respectively.

According to Mr Keshhav Tiwary, COO, Kolkata & West Bengal Circles, MTS India “We at MTS persistently looks at innovative initiatives to engage and benefit our customers. As a part of this endeavour, we have presented special tariff of 1 paisa per minute proposition for our North Bengal and Sikkim region. This would empower our existing and new pre-paid customers to stay connected with their loved ones at the lowest tariff rates. I am confident that our customers will find this proposition exciting and extremely beneficiary.”

The special tariff plan will be available in all the towns and districts across North Bengal & Sikkim including Malda, North Dinajpur, South Dinajpur, Jalpaiguri, Darjeeling, Coochbehar, Siliguri, Alipurduar, Jalpaiguri, Raigunge, Balurghat, Islampur, Birpara etc. The customers will enjoy the special tariff for six months post activation.

MTS India has a robust network of 2000 retail outlets and dealers across North Bengal and Sikkim region. With more than 70% of the data market share, MTS India is the market leaders for data in North Bengal and Sikkim region.

MTS as part of its Data Centric; Voice enabled strategy offers an array of voice & data solutions to its customers including an exciting range of smartphones and MBlaze dongles. Adding to list, the company recently launched India's most affordable Android Smartphones namely **MTS Livewire** and **MTS MTAG 3.1**. Both smartphones are equipped with Android 2.2 Froyo and provide access to High Speed Data on the move. The Smartphone provides easy access to Google Mail, YouTube, Google Talk and Google Maps. The Android market place provides access to over 200,000 applications.

MTS currently services over 24 lakh voice and 1 lakh data customers across West Bengal. MTS India is currently present in 18 HSD towns across West Bengal circle viz. Kolkata, Durgapur, Asansol, Burdwan, Bolpur, Habra, Krishnanagar, Midnapore, Kharagpur, Haldia, Berhampur, etc.

About Sistema Shyam TeleServices Ltd

Sistema Shyam TeleServices Ltd (SSTL) is a venture, involving equity participation by Sistema {LSE: SSA} of Russia, the Russian Federation and the Shyam Group of India. Sistema is the majority shareholder in the joint venture company which 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 80th most valuable brand in the world. In a short span of time, MTS in India has secured over 15 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1.2 million customers in over 200 cities across the country. For more information, please visit www.mtsindia.in.

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