



PRESS RELEASE

FOR IMMEDIATE RELEASE

MTS now has 5 Million subscribers!

***In Just 361 days from 1 million to 5 million
Celebration offer “Unlimited MBlazer”***

Gurgaon, 23 June 2010: MTS, the mobile telephony services brand of Sistema Shyam Teleservices Limited (SSTL), has crossed the milestone of 5 million subscribers in India. To mark the milestone achievement, MTS has offered “Unlimited MBlazer” to the new and existing customers of its mobile broadband service, MBlaze.

Brand MTS has notched up a milestone subscriber base, increasing from 1 million to 5 million subscribers in just 361 days. MTS also launched its data services in November 2009 and already has over 100 thousand subscribers.

Commenting on the occasion, **Mr. Vsevolod Rozanov, President and Chief Executive Officer of SSTL** said, “Five million subscribers have given us a special place in Indian telecom sector and we are determined to offer them new voice and data products, further enriching their telecom experience.”

On this special occasion MTS is launching a Special Offer for its increasing and loyal customers. MTS mobile high speed internet service, MBlaze will be introducing another innovative product ‘Unlimited MBlazer’ with which customers can avail unlimited data access for 30 days at a price of Rs 999/-. This is a first of its kind offering in wireless high speed data services and is applicable for new and existing users. There will be also be special “win win packs” for voice subscribers.

Speaking on the achievement, **Mr. Leonid Musatov, Chief Marketing Officer of SSTL** said, “We are proud to have been able to reach out to 5 million Indians through our products and services. Both “Unlimited MBlazer” and “Win win packs” are a special token of gratitude for our loyal customers on this occasion”.

MTS is continues to expand its presence across India by offering quality voice and data services at the most competitive and affordable price. MTS is a front-runner in introducing world-class, cutting-edge technologies in India to enhance the customer’s experience. The current EVDO technology is at par with the 3G services, which are yet to be rolled out by other telecom operators. MTS has recently been conferred with ‘Fastest Growing Data Operator Award’ by CMAI at the National Telecom Awards 2010.

About Sistema Shyam TeleServices Limited

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 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured 5 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. MTS has more than 100 million subscribers all over the world.

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

Media contacts

Reet Gwari
Sistema Shyam TeleServices Ltd.
M. 09136001495
Reet.gwari@mtsindia.in

Aditee Dey / Sumit Jamwal
Adfactors PR
M.9711306389 / 9810333116
aditee.dey@adfactorspr.com /sumit.jamwal@adfactorspr.com