



a step ahead

MTS Opens Its Retail Outlet at M G Road, Gangtok

~Part Of Company's Strategy To Provide Enhanced Customer Experience Through Expansion Of its Retail Presence in The Circle~

- *MTS Retail Outlet inaugurated by Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal Circles, MTS India.*
- *Company's telecom network spans across 5 major towns of Sikkim i.e. Namchi, Jorethang, Singtham, Rangpo and Gangtok.*
- *MTS is also the largest high speed mobile broadband operator in the state.*
- *The MTS Retail outlet will provide customers with a range of voice & data solutions including smartphones.*

Gangtok, December 22, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 15 million wireless customers today launched its retail outlet at M.G. Marg, Gangtok. The outlet was inaugurated by Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal Circles, MTS India. The expansion in the retail footprint is in line with the company's strategy to provide enhanced customer experience to the customers of Sikkim. This is the second outlet in Gangtok, the first outlet was opened in September 2010 at Tse Kay Commercial Complex on National Highway 31A.

According to **Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal circle, MTS India**, "We at MTS are extremely happy to launch our second retail outlet in Gangtok. This launch is in line with our strategy to offer greater convenience to all our customers. We see Sikkim as a key market and going forward our plan is to further strengthen our retail network across the region."

Range of services offered at MTS retail outlet:

- The MTS retail outlet to provide end-to-end voice and data solutions and ensure customer convenience
- Customers to experience the entire range of product portfolio in both data and voice including the recently launched Android Smartphones MTS Livewire and MTag 3.1
- MTS Retail outlet to offer the entire gamut of value added service.
- Customers to get a first hand impression and take live demonstrations of MTS products & services.

MTS under the MBlaze brand is the largest high speed mobile broadband operator in Sikkim. The company's telecom network spans across all 5 major towns of the state which includes Jorethang, Singtham, Rangpo, Gangtok and Namchi.

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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