



Press Release

MTS Partners With India Unite To End Polio Now (IUEPN) Campaign In Bihar

~As Communication Partner Lends Support To The Cause Of Creating Awareness for Polio Eradication~

- *MTS leverages the power of mobile telephony to support the India Unite to End Polio Now (IUEPN) campaign supported by UNICEF, sends SMS's such as "Polio Abhiyan 19-23 Nov apne bachche ko polio se bachaein. Har bar polio ki khuraak pilwaein." to all its customers in Bihar.*
- *Short Message Services (SMS) specially drafted to notify people about the polio eradication campaign.*
- *Sets up 10 MTS branded booths in Patna at high traffic locations such as Gandhi Maidan, Khaitan Market, Patna Railway Junction, Rajender Nagar Railway Station etc to help administer Polio drops to children.*
- *The company plans to utilize its telephony network to extend its messaging support for the polio campaign to other parts of the country.*
- *The India Unite to End Polio Now (IUEPN) campaign is an initiative implemented by Aidmatrix Foundation, in partnership with the Polio Eradication Programme in India, a collaborative effort between the **Ministry of Health and Family Welfare (MOHFW), United Nations Children's Fund (UNICEF), World Health Organization (WHO), National Polio Surveillance Project (NPSP), Rotary International, and the U.S. Centre for Disease Control (CDC).***

Patna, 19th November, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL) has partnered with **India Unite to End Polio Now (IUEPN) campaign** supported by UNICEF. As a communications partner, MTS has lent its support to the cause of creating awareness for Polio eradication amongst the people of Bihar. As part of the initiative MTS sent SMS's to its customers, notifying them about the polio round. Additionally, for public convenience, 10 MTS branded polio booths were also set up in Patna in high traffic locations such as Gandhi Maidan, Khaitan Market, Patna Railway Junction, Rajender Nagar Railway Station, etc.

While administering Polio drop to one of the child at the booth, **Sanjeev Sharan, Associate Director- HR for Bihar & Jharkhand circle, Sistema Shyam Teleservices Ltd** said "MTS is proud to partner with IUEPN supported by UNICEF for the polio eradication campaign. As a responsible company we are always on the lookout for innovative opportunities to leverage the power telecom for the betterment of the society. Given the tremendous response to IUEPN program, we are planning to take this initiative to other parts of the country."

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About IUEPN Campaign Overview

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The India Unite to End Polio Now (IUEPN) campaign leverages private sector resources to enhance polio knowledge and vaccination throughout India, specifically targeting nomad and mobile populations. IUEPN achieves this by expanding the polio communication reach to high-risk groups and reinvigorating the polio messaging campaign to the masses with innovative communication mediums such as interactive booths, SMS & voice messaging, local folk theatre along with other locally driven messaging options, posters and wall paintings. These are being implemented at public spaces like railway stations, bus stops, banks, schools, and other high visibility driven mediums and locations.

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 73.710% equity stake; the Shyam Group holds a 23.792% stake and the remaining 2.498% 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 over 7 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 3 lakh subscribers so far since its launch in November 2009. MTS has more than 110 million subscribers across the world.

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

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