



MTS Partners With Two Leading NGOs – Florence Nightingale & NESAM To Extend Support for Underprivileged Children

- *MTS employees in Tamil Nadu pool in to contribute Rs. 1,50,000 to Florence Nightingale and NESAM*
- *50 MTS employees volunteer for a 'Bike Rally' from Chennai to Vellore.*
- *Bike rally flagged off by S.Senthil Kumaran, ACP, Guindy.*

Chennai, 22nd April, 2011: Sistema Shyam TeleServices Ltd. that provides telecom services under the brand MTS today extended its support to Florence Nightingale – *an orphanage* and NESAM – *a renowned centre for physically and mentally challenged children*. 50 MTS employees volunteered for a 'Bike Rally' from Chennai to Vellore in support of the work being done by these two leading NGOs. The rally was flagged off by S.Senthil Kumaran, ACP, Guindy. Additionally, MTS employees also contributed Rs.1, 50, 000 to these organizations to support the programmes being run by these non government organizations.

According to Sunil. K, Chief Operating Officer, Tamil Nadu & Kerala Circles, Sistema Shyam TeleServices Ltd "At MTS, we believe in growing our business in a socially responsible manner. All our employees have come together to lend a helping hand to Florence Nightingale and NESAM. These NGOs are doing amazing work to support underprivileged children by providing them with food, shelter, education and medical facilities"

During the day long rally MTS employees will visit the two NGOs and spend time with children.

According S.Senthil Kumaran, ACP, Guindy, "I would like to congratulate MTS and its employees for their efforts in coming forward for this noble cause. I wish the organization all the best and hope they will continue their good work".

MTS believes in taking active role and responsibility in empowering local communities to achieve their ambitions. Recently, **MTS partnered with India Unite to End Polio Now (IUEPN) campaign supported by UNICEF.** MTS had lent its support to the cause of creating awareness for Polio eradication amongst the people of Bihar. As part of the initiative MTS sent SMSs to its customers, notifying them about the polio vaccination. Additionally, for public convenience, numerous MTS branded polio booths were also set up in Patna at high traffic locations for administering polio drops.

About Sistema Shyam TeleServices Ltd

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between 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 72nd out of the top 100 brands in the world. In a short span of time, MTS in India has secured over 10 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 600,000 customers in over 130 towns across the country.

For more information, please visit www.mtsindia.in

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