



MTS Rings in 2012; Launches A Range Of Benefits For The Business Community

~Introduces 'MBiz' to provide unlimited local calling and a lot more for its existing & new prepaid voice customers in Gujarat, Mumbai, Kerala, Karnataka, Andhra Pradesh and Tamil Nadu ~

- *Research shows, business community is a heavy user of local calls made to customers, associates and employees; want freedom from frequent recharges of their mobile balance.*
- *Keeping usage pattern in mind, MTS has made available two variants one for users with heavy local calling needs and the other for users with both local & national calling requirements.*
- *On recharge of Rs. 199, prepaid voice customers to get unlimited MTS to MTS local calling and 30 minutes per day calling to other local networks.*
- *On recharge of Rs. 299, prepaid voice customers to get unlimited MTS to MTS local calling; along with 30 mins per day calling to other networks anywhere in the country*
- *For added customer convenience, the company has activated its retail network of over 66,000 outlets across the 6 circles*

Mumbai, 11 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 'MBiz' - an innovative proposition for its existing and new prepaid voice customers in Gujarat, Mumbai, Kerala, Karnataka, Andhra Pradesh and Tamil Nadu. Given the ever increasing economic activity in the region, MTS has specially designed its New Year initiative to suit the needs of the business community. Customers availing the offerings will get freedom to speak a lot more without worrying about huge mobile bills.

According to Cheenu Seshadri, Chief Operating Officer, South & West Regions, MTS India "As we enter 2012, MTS India continues to build on its promise of innovation. The latest in our list of firsts is MBiz to provide unlimited local calling for our customers in Gujarat, Mumbai, Karnataka, Tamil Nadu, Andhra Pradesh and Kerala. This proposition has been specially designed to address the needs of high usage customers including the business community. I am confident; our customers will find this innovation extremely appealing".

Research shows, business community are heavy users of local calls made to customers, associates and employees. The segment wants freedom from frequent recharges of their account. Keeping usage pattern in mind, MTS has made available two variants one for users with heavy local calling needs and the other for users with both local and national calling requirements.

More About MTS MBiz

Particulars	Local Calling
MRP	199 per month
Customer Benefit:	
MTS to MTS Local	Unlimited
Other Networks, Local	30 min /day

Particulars	Local + STD
MRP	299 per month
Customer Benefit:	
MTS to MTS Local	Unlimited
Other Local & STD calls	30 min /day

MTS customers can also log on to www.mtsindia.in to avail such offerings. For enhanced customer experience, the company has also activated its retail network of over 66,000 outlets across Gujarat, Mumbai, Kerala, Karnataka, Andhra Pradesh and Tamil Nadu.

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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