



a step ahead

## **‘MTS Saheli’ Launched – A Unique Initiative To Engage And Connect With Female Customers**

- *MTS Saheli aims to provide a gamut of MTS products and services to the female customers at their doorsteps through an air-conditioned bus.*
- *Female customers to get access to a range of facilities such as information about product and services, knowledge about VAS and facility to recharge.*
- *As a part of the initiative access to Female physician and beauty experts providing health and wellness tips also made available.*
- *MTS Saheli to cover 30 towns across West Bengal in a span of 45 days. Based on learnings, company plans to roll out the initiative nationally.*

**Kolkata, 17 November 2011:** Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 14 million wireless customers today launched ‘**MTS Saheli**’ – a unique initiative to engage and connect with female customers across West Bengal. The initiative is aimed to provide a range of telecom services to women customers right at their doorstep by reaching out through an air-conditioned bus.

**According to Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal circle, MTS India** said, “MTS Saheli, as the name suggests, aims to be a dear friend and companion to our women customers, be it professionals or homemakers alike and make them feel special and privileged. Women customers form a substantial chunk of our total subscriber base. MTS Saheli initiative is our endeavour to reach out to female customers who are keen on joining the MTS family.”



To establish a stronger connect, the initiative will be led by female staff right from steering of the bus to demonstrating the range of mobile handsets, along with providing information about mobile plans offered by MTS. Adding to the excitement, MTS Saheli will also advise female customers about health and wellness tips by providing access to female physicians and beauty experts. As part of the innovative engagement channel, all female customers coming to the MTS Saheli Bus will also get attractive freebies and discounts on every new mobile connection and recharge done by them.

To make this initiative more effective, MTS Saheli will be traveling through 30 towns across West Bengal in 45 days interacting with female customers. Based on the learnings company plans to roll out the initiative nationally.

#### **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 14 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](http://www.mtsindia.in)

#### **Media Contacts:**

Anurag Nigam  
Corporate Communications  
Sistema Shyam TeleServices Ltd.  
09136001571  
anurag.nigam@mtsindia.in



**MTS Executive with Physician inside the Bus**

Joydeep Chakraborty  
Adfactors PR Pvt Ltd  
09711306346  
[joydeep.chakraborty@adfactorspr.com](mailto:joydeep.chakraborty@adfactorspr.com)