



MTS INDIA ANNOUNCES KEY APPOINTMENTS IN ITS SENIOR MANAGEMENT TEAM

Gurgaon, October 5, 2009: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd., has announced key senior level appointments in its top management team, including Mr. Cheenu Seshadri as Chief Strategy Officer Corporate Centre, Gurgaon; Mr. Sandeep Yadav as Chief Operating Officer for Rajasthan circle operations, and Mr. VK Cherian as Director – Corporate Communication for the Corporate Centre in Gurgaon. All of them will report directly to the SSTL President and CEO, Mr. Vsevolod Rozanov.

Welcoming the new team members, Mr. Rozanov said, “I am delighted to see the team grow and welcome them to team MTS. It gives me great satisfaction to see the further strengthening of the top management team which is important since MTS is poised for significant growth in the coming months”

The company’s **Chief Strategy Officer, Mr. Cheenu Seshadri** comes from Motorola, Illinois, USA, where he was the Vice President – Strategy. With a distinguished career spanning over 15 years, he brings with him a rich and diversified experience in strategy and operations. Cheenu has also held very distinguished, senior level positions with global business & strategy consulting firm, Bain & Co. in Atlanta and with JDSU, a leading provider of optical products and test and measurement solutions for the communications industry, based out of Indianapolis. Cheenu has a distinguished academic record – he is an alumnus of the prestigious Booth School of Management, University of Chicago. He also holds an MS, degree in Industrial Engineering from the State University of New York, Binghamton and a BS in Mechanical Engineering from the Indian Institute of Technology, Madras.

Mr. Sandeep Yadav joins as the **Chief Operating Officer for Rajasthan circle** and has over 17 years of experience in executive decision-making and strategic business planning with an exceptional track record in the Telecom and Hospitality industries. In his last assignment, Sandeep was heading the sales operations for Idea Cellular in the Delhi NCR region. Sandeep has also held similar senior-level roles with Idea Telecommunications, Reliance Infocomm Ltd, Hutchison Telecom Ltd and Hexacom in various parts of the country. Early in his career, he also headed the Sales Operations for ITC Group of Hotels in Delhi and Rajasthan. Sandeep did an ‘Executive Program in Business Management from the Indian Institute of Management, Calcutta.

Mr. V. K. Cherian comes on board as the **Director, Corporate Communication**. Mr. Cherian is a seasoned communications professional with over 29 years of experience, including 20 years in mainline media in New Delhi. He worked with The Financial Express and The Hindu Business Line. He watched closely and wrote on the boom in the Indian IT and Telecom industry and has been

associated with it for over two decades. In his role as a communications consultant, among other achievements, he handled telecom major BSNL, at Concept PR Pvt. Ltd, and later as Vice President – Adfactors PR, played a key role in devising the challenging entry process strategy for Vodafone Plc into India, working closely with their corporate office. As a prolific writer, Mr. Cherian has written for foreign publications on telecom, and has also produced a weekly discussion program for Doordarshan on issues relating to telecom and IT during the dotcom boom. He was also instrumental in setting up a Khadi initiative with South Africa called Afrikhadi. Cherian began his academic life in Kerala and completed it in New Delhi at the Indian Institute of Mass Communications. Cherian also got trained at the International Institute of Journalism, Berlin.

About Sistema Shyam TeleServices

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema {LSE: SSA} of Russia and Shyam Group of India. Sistema is the majority share holder in this joint venture with a 73.71% equity stake, along with the Shyam Group, holding a 23.79% stake and the rest 2.5% being public partake. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown. For further details visit: www.mtsindia.in

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