



a step ahead

MTS Set To Rock Mumbai, New Delhi, Bengaluru, Pune & Kolkata – Presents MTV Independence Rock, India's Biggest & Oldest Rock Music Festival with a 25 Year History

~Call For Entries Launched by Imran Khan, Bollywood Star & Youth Icon~

- *MTS' association with the I-Rock is part of its Youth Outreach Program – Red Energy*
- *I-Rock to involve regional audition rounds across five cities i.e. Mumbai, New Delhi, Bengaluru, Pune & Kolkata all competing to play and win at the National Final on November 26th, 2011 in Mumbai*
- *Budding rock bands also have a chance to directly enter the Grand Finale through an MTS Red Energy Wild Card entry by logging on to www.mtsredenergy.com*

Mumbai, 20th October 2011: MTS India is all set to rock five cities i.e. Mumbai, New Delhi, Bengaluru, Pune and Kolkata with '**MTV Independence Rock**', India's biggest and oldest Rock Music Festival. I-Rock as it is fondly called has a 25 year old history. This year the musical festival starts from **November 7, 2011**. A special event was organized at Hard Rock Café, Mumbai to announce the "Call for Entries" from budding young rock bands across the five zones. The event was attended by **Imran Khan, Bollywood Star & Youth Icon, Amitesh Rao, Director – Brand & Marketing, MTS India, Aditya Swamy, EVP & Business Head, MTV, Ferzad Palia, Business Head, Vh1 and Farhad Wadia, CEO, E18**. Also present on the occasion was **Gary Lawyer, Legendary Rock Musician**.

Speaking about the event, Imran Khan, Bollywood Star and Youth Icon said, " I am excited to be a part of the 26th edition of MTV Independence Rock brought alive by MTS Red Energy. It is a platform which has introduced some of the most famous rock bands to India. I've always been a big fan of rock music, and I have great memories of attending I Rock over the years. I'm hoping to see some great new bands along with old favorites."

Zonal Audition Schedule

Applications received from bands across all 5 zones will be scrutinized by the jury. Each zone will have 8 bands that qualify that will compete against each other to become the regional winner. The audition rounds will be organized in Hard Rock Cafés across New Delhi, Mumbai, Pune and Bengaluru and two venues at The Park Hotel in Kolkata. All five regional winners will then compete at the All India National Final on November 26th, 2011 in Mumbai.

The schedule for zonal audition is as follows

- Kolkata - November 7th & 8th, 2011
- Mumbai & Pune - November 9th & 10th, 2011
- New Delhi & Bengaluru - November 16th & 17th, 2011



According to Amitesh Rao, Director – Brand & Media, MTS India, said “Our association with Independence rock is part of MTS Red Energy, which is a platform designed to offer talented and digitally active young people a great way to leverage their online status to get real world benefits. In this case, MTS Red Energy offers talented bands a shot at winning a wildcard entry into the finals of Independence Rock, based on their online activity and engagement with rock music fans.”

More About Red Energy – MTS’ Youth Outreach Program

MTS as part of its Data Centric; Voice enabled strategy offers an array of voice & data solutions to its customers including youth. This includes smart phones and MBlaze dongles through prepaid and postpaid plans. To further strengthen its engagement with the youth, MTS has rolled out ‘**Red Energy**’ an innovative Youth Outreach Program.

The program is aimed at engaging change leading youth more meaningfully. In today’s time when ‘Online Social Status’ has truly become social status, the ‘Red Energy’ program allows youth to leverage their online influence to advance their real life status with rewards and recognition from MTS.

Aditya Swami, EVP & Business Head, MTV, added, "I grew up going to I Rock and now to be a part of it is unbelievable. MTV will now take this iconic property LIVE for the first time and showcase the music not just from Mumbai but from the other 4 cities as well. So a historic property makes history once again"

Details about The MTS Wild Card Entry

MTS under its Red Energy program will give bands a shot at winning one wild card entry into the National Final. Bands entering the competition will register at www.mtsredenergy.com, and the band with the most online influence will win the prized Wildcard spot. Fans including MTS customers will have the opportunity to vote for their favorite band on www.mtsredenergy.com.

The voting for the MTS Wild Card Entry will begin on **20th October, 2011 and closes on 21st November 2011.**

More about The Grand Finale and The Winner

The All India Final will be held on **November 26th, 2011** in Mumbai and will have all the regional winners competing for the MTV Independence Rock Red Energy Winner presented by MTS. The winner will be awarded a prize of Rs.1 lakh.

Adding more to the zeal, the winning band will also perform Live on the subsequent day in Mumbai with all the runner up bands performing in their respective zones at the same time. MTV & Vh1 will air the concert live from all five cities simultaneously.

MTV Independence Rock, presented by MTS – Discovering New Talent For The Last 25 Years

MTV Independence Rock, India's biggest and oldest Rock Music Festival, has completed 25 years of bringing the best in Rock Music to audiences in India. The event is being organized by E18. Bands across India vie with one another to get a chance to play and make their debut at this ever-popular festival. Some of the leading Rock bands in the country today have made their debut at the festival over the years and have gone on to achieve great success. **To name a few - Indus Creed, Brahma, Zero, Pentagram, Gary Lawyer, Parikrama, Zero, Scribe, Demonic Resurrection and Agni.** Every band that has played at I-Rock has gone on record to say that it was their best experience, with the most enthusiastic crowds on the most exhilarating stage.

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 13 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1 million customers in over 200 cities across the country.

For more information, please visit www.mtsindia.in

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