



a step ahead



MTS and Paras Buildtech Partner With India Unite To End Polio Now Campaign (IUEPN) for Polio Eradication Awareness Campaign In Gurgaon

- *More than 50 specially branded CNG run & GPS powered Auto rickshaws - Radio TukTuk to ply around Gurgaon with Polio eradication messages*
- *Message on Radio Tuk Tuks to read - "**Pehle 5 Saal, Mere Bachche Ko Do Boond Har Baar; Raho Kahin Bhi, Kahin Bhi Jao, Polio Khuraaq Har Baar Pilao**"*
- *MTS to send out specially created SMSs to their customers to create awareness about the upcoming Polio Ravivar (Polio Rounds) in Gurgaon (Delhi NCR) and Haryana.*

Gurgaon, 26th August, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand and Paras Buildtech India Pvt. Ltd. a progressive, future-focused, Indian real estate company has partnered with **India Unite to End Polio Now (IUEPN) campaign** supported by UNICEF, for Polio Eradication Awareness campaign using innovative Out of Home media. The campaign will utilize space on **Gurgaon's first door-to-door CNG-run, global positioning system (GPS) enabled three- wheeler service- Radio TukTuk**. These specially branded Radio Tuk Tuks were flagged off today from Leisure Valley, Sector 29, Gurgaon.

While the Polio virus seems well contained within communities with not a single case reported in Haryana for over a year, the big concern now is of migrant populations who lead nomadic lifestyles. Containing and monitoring the virus among these communities is a challenge. Only one case of polio has been reported so far in India this year – an 18 month-old girl in Howrah near Kolkata. This is a marked decrease from 42 cases in 2010 and 741 polio cases reported the year previously.

With the objective of immunizing all the children below five years of age during the Pulse Polio drive the Gurgaon Divisional Commissioner Mr. T. K. Sharma had recently asked the authorities to identify the pockets and clusters of migrant labourers which are usually neglected. Special initiatives through audio-visual publicity equipment especially at the bus stands, railway stations and traffic light will be used to spread awareness about the campaign.

According to KV Ramachandra, Executive Director – Corporate Sales, MTS India, "We believe in growing our business in a socially and environmentally responsible way while meeting the interest of our stakeholders. By the same philosophy, we have partnered with IUEPN to create awareness for Polio Eradication in several states across India. This latest awareness drive in Gurgaon is part of the same endeavor. The company has used the advancement in telecom technology to remind people about the need to get their children vaccinated against Polio."

As communication partner for the program, MTS will be sending SMSs to all its subscribers across Gurgaon (Delhi NCR) and Haryana, creating awareness for Polio eradication and notifying them about Polio Rounds on August 28th 2011. The SMS would read: "**Polio Abhiyan 28th Aug - Polio ka koi ilaaj nahi, 2 boond har bar hai bachav sahi**", **'Pehle 5 saal, mere bachhon ko 2 boond har bar'**"

“UNICEF is working to sustain and increase high level of community ownership of Polio Eradication Campaign and is working to reduce missed children particularly in the migratory populations which pose High Risk Groups for Polio spread”, added **Rod Curtis, Communication for Development - Specialist, Polio Eradication Unit, UNICEF India.**

According to Vikramajit J.K. Suchdeva, Chief Operating Officer, Paras Buildtech India, “India's future lies in its children and hence it is of utmost importance to secure and safeguard them from the uncertainties of life. Today, we are proud to be associated with IUEPN campaign of UNICEF towards total eradication of polio and we believe this collaborated initiative would be of great benefit in reaching out to masses across Gurgaon and help in the fight against Polio.”

The **India Unite to End Polio Now** (IUEPN) campaign is an initiative implemented by Aidmatrix Foundation, and supported by UNICEF and a collaborative effort between the Ministry of Health and Family Welfare (MOHFW), World Health Organization (WHO), National Polio Surveillance Project (NPSP), Rotary International, and the U.S. Centre for Disease Control (CDC).

The India Unite to End Polio Now (IUEPN) campaign leverages private sector resources to enhance polio knowledge and vaccination throughout India, specifically targeting nomad and mobile populations. IUEPN achieves this by expanding the polio communication reach to high-risk groups and reinvigorating the polio messaging campaign to the masses with innovative communication mediums such as interactive booths, SMS & voice messaging, local folk theatre along with other locally driven messaging options, posters and wall paintings. These are being implemented at public spaces like railway stations, bus stops, banks, schools, and other high visibility driven mediums and locations.

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 12 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 900,000 customers in over 200 cities across the country. For more information, please visit www.mtsindia.in

About Paras Buildtech India Pvt. Ltd

Paras Buildtech India Pvt. Ltd. is a progressive, future-focussed, Indian real estate company that is at the cutting edge of its industry. Its high levels of integrity and dedication have made the company one of the most respected real estate developers. It is a pioneer in conceiving and executing large sophisticated real estate projects in both commercial and corporate segments, bringing together the unmatched experience & expertise of India's most reputed business conglomerates.

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