MTS announces the Unlimited MBlazer!

Avail unlimited data access for just Rs 999/month

Jaipur, 22 July, 2010: MTS, the mobile telephony services brand of Sistema Shyam Teleservices Limited (SSTL), has announced an attractive offer of "Unlimited MBlazer" for unlimited data access for all new and existing customers of its mobile broadband service, MBlaze. The special offer was announced to celebrate the milestone occasion of acquisition of 5 million subscribers by MTS in just 361 days.

The special pack of 'Unlimited Blazer' offers its customers unlimited data access for 30 days at a price of Rs 999/-. This is a first of its kind offering in wireless high speed data services and is applicable for new and existing users.

Speaking on the unique offer **Mr. Leonid Musatov, Chief Marketing Officer of SSTL** said, "Unlimited MBlazer is an innovative product offering the best value and experience to our loyal subscribers and also the potential new customers. MBlazer assures them the best in the industry offer of Internet usage at most competitive tariff. The subscribers in 84 of our MBlaze towns across India, will have a unique internet experience from now onwards"

MTS is continues to expand its presence across India by offering quality voice and data services at the most competitive and affordable price. MTS is a front-runner in introducing world-class, cutting-edge technologies in India to enhance the customer's experience. MTS has recently been conferred with 'Fastest Growing Data Operator Award' by CMAI at the National Telecom Awards 2010.

About Sistema Shyam TeleServices Limited

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture with a 74% equity stake; the Shyam Group holds a 23.5% stake and the remaining 2.5% is publicly held. SSTL has been allocated spectrum to provide mobile telephony services in all the 22 circles across the country.

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 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured 5 million subscribers in the telecom circles of Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka and Andhra Pradesh. MTS has more than 100 million subscribers all over the world.

For more information visit: **http://www.mtsindia.in**

Media contact:

Reet Gwari
Sistema Shyam TeleServices Ltd.
M-91-9136001495
e-mail- reet.gwari@mtsindia.in