



News Release

For Immediate Release

## **MTS announces special Onam bonanza**

### ***Avail Colour Handset, Sim with Lifetime validity and Double talk time at just Rs 699***

**Kochi, August 03, 2010:** MTS, the mobile telephony services brand of Sistema Shyam TeleServices Limited (SSTL) today announced an “Onam” festival offer for all its new subscribers in Kerala.

**The “Onam” special ‘Double Talktime Offer’ will enable all the new MTS subscribers to avail “Double Talk time” on all standard top-ups for the next one year, first of the kind in telecom industry.**

MTS offers a color handset, SIM with lifetime validity and a double talk time to the customers at an attractive price of just Rs 699. All local calls would be charged at the rate of 1paise / second and STD calls would be charged at 3paise / 2 seconds. With Double Talk time effective rate for all local calls will be @ just 30p/min and STD @ just 45p/min. This attractive offer is available for a period of 30 days all across Kerala beginning 27<sup>th</sup> July 2010.

Announcing the offer, Mr. K. Sunil, Chief Operating Officer, Kerala & Tamil Nadu, Sistema Shyam TeleServices said, "On the festive occasion of *Onam* this is a small gift from MTS for our customers in Kerala. The Double Talktime Onam offer is slated to bring immense benefit to a large number of customers. While the celebrations for Onam continue for ten days in Kerala, MTS special offer will continue to bring in festive colours for the new MTS users throughout the year."

MTS 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.

#### **Tariff Details**

<b>USP Extra Talktime</b>	<b>FRC 98 Double Talktime on all Recharges</b>
<b>LOCAL</b>	
Mobile On-net	1p/sec
Mobile Off-net	1p/sec
Landline	1p/sec
<b>STD</b>	
All STD Calls	3p/2sec
<b>ISD</b>	Rs.15/min and Rs.40/min
<b>SMS</b>	
SMS-Local	Re.1
SMS-National	Rs.1.5
SMS-International	Rs.5

### **About Sistema Shyam TeleServices Ltd.**

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>

### **For more information, contact:**

Anurag Nigam  
Corporate Communications  
Sistema Shyam TeleServices Ltd  
09136001571  
[anurag.nigam@mtsindia.in](mailto:anurag.nigam@mtsindia.in)

Mathew Joseph  
Adfactors PR, Kochi  
M- 09847347440  
[adfactorskochi@gmail.com](mailto:adfactorskochi@gmail.com)