



Press Release

For Immediate Release

## **MTS completes expansion in Goa, Konkan region**

**Special offer of 1 paisa for 2 seconds for all local calls in Mumbai, Maharashtra & Goa and MTS to MTS local calls at 1 paisa for 4 seconds**

**MBLaze mobile broadband service in 17 cities across Maharashtra & Goa**

**Panjim, 2 June, 2010:** MTS, the mobile telephony services brand of Sistema Shyam Tele Services Ltd (SSTL) today completed the launch of its services in the State of Goa and the Konkan region of Maharashtra.

MTS has now completed its network roll out in the telecom circle of Maharashtra and Goa, offering both voice and data services. MTS had its high speed data service, MBlaze, operational in Goa from January 2010. MBlaze mobile broadband service is already available in the cities of Panjim, across Goa, Kolhapur, Sangli, Solapur, Pune, Nagpur, Amravati, Jalgoan, Aurangabad, Ahmednagar and Nasik.

MTS also made an inaugural promotional offer of half a paisa per second call charges, promising the best value proposition for its subscribers among the existing operators and competition. MTS subscribers can connect between MTS to MTS network at just one paisa for four seconds with lifetime validity.

**Mr. Sergey Savchenko, Chief Financial Officer, SSTL, said,** “The launch of services in Goa fulfills our commitment towards our subscribers to enjoy seamless services across the circles of Mumbai, Maharashtra & Goa. The Maharashtra, Goa launch marks the consolidation of our network in the Western region.”

**Mr. Rajeev Batra, Chief Information Officer, SSTL, said,** “The launch of voice services in Goa extends our offering our bouquet of services across Mumbai, Maharashtra & Goa with attractive packages. Our high speed mobile broadband service MBlaze gives the subscribers, the best in industry experience. ”

**Mr. Suubodh Kumar Srivastav, Chief Operating Officer of Mumbai, Maharashtra & Goa, SSTL, said** “MTS will have its network presence across the State from the first day of the launch, giving the subscribers the benefit of our special offers of half a paisa per second for all local calls in Maharashtra, Goa & Mumbai; one fourth a paisa per second for MTS to MTS calls, bundled with complete range of value added services. With our presence across State, we hope to reach subscribers through our Branded stores, mass retail outlets & direct sales force with an aggressive strategy for tapping

the mass market as well as corporate customers. MTS services are available in 984 towns of the Maharashtra and Goa telecom circle.”

**Highlights of special offers for MTS voice subscribers in Goa and Konkan region are:**

- Half paisa per second – all Local calls –across Mumbai, Maharashtra and Goa
- Half a paisa per second for all MTS to MTS calls across Mumbai, Maharashtra and Goa
- First Recharge coupons ranging from Rs 49 to Rs148 to suit all budgets
- Top-Up vouchers available from Rs10 to Rs1000 with full talktime on Rs50 & above top-ups
- SMS Packs available from Rs 9 to Rs 32 for Local & National reach
- Hourly local packs from Rs 53 to Rs 199 with 30 days validity
- STD Packs available from Rs 25 to Rs 79 from 15 days to 30 days validity
- ISD Msavers with special tariffs for US, Canada and Gulf region

High on features, MTS connections are available on variety of sleek, stylish and user friendly bundled handsets and also on series of Open Market Handsets suiting requirements of the young and trendy customers.

MTS has a large, seamless high-speed mobile data services network in India offering speeds of up to 3.1 Mbps in 74 cities across India. MBlaze service offers 24 hours of free download as part of the inaugural offer with no roaming surcharges while using the MTS network across India. Free internet browsing to certain websites like Make MyTrip, Wikipedia, Yahoo India will allow subscribers to stay abreast with the latest in news, sports and fashion.

MBlaze will be available on prepaid platform across Maharashtra and on postpaid platform in select cities & towns. With the expansion of voice services, MTS has completed its presence across the State.

**About Sistema Shyam TeleServices Limited**

Sistema Shyam TeleServices (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority share holder in this joint venture with a 74% equity stake, along with the Shyam Group holding a 23.5% stake and the remaining 2.5% being publically held. SSTL has 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 72<sup>nd</sup> out of the top 100 brands in the world. In a short span of time, MTS has secured over 4.5 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>**

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