



a step ahead

MTS Crosses 1 Million Customer Milestone in Bihar & Jharkhand

~Earmarks an investment of Rs 25 crore for expansion of its services in the circle during 2011~

- *MTS is credited to be the first company to launch Hi Speed Data (HSD) services in the state of Jharkhand.*
- *Currently MTS's HSD services are available in seven leading towns of the Circle namely Ranchi, Patna, Jamshedpur, Dhanbad, Muzaffarpur, Gaya and Bokaro.*
- *MTS is also credited for establishing a network of over 12000 retailers with close to 65 branded retail outlets across 960 towns & over 29500 villages in the twin states*

Ranchi, July 7, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers today announced it's achievement of crossing the **1 million customer milestone** in Bihar & Jharkhand. The company has achieved the target of adding voice and data customers within the set target by Q2 2011. To further strengthen the presence in the circle the company has also earmarked an **investment of Rs. 25 crore** for expansion of its services during 2011.

According to, **M K Sachdeva, Chief Operating Officer, Bihar and Jharkhand circle, MTS India**, "We at MTS are extremely happy to achieve the 1 million customer milestone in Bihar & Jharkhand. It is very significant for us to have attained such a customer base within a period of just 8 months. Additionally, we plan to invest close to Rs 25 crore during 2011 for expansion of our network offering world class experience to our valued customers in the circle."

MTS is also credited to be first company to launch its MBlaze services in the state of Jharkhand. Currently MBlaze services are available in seven leading towns of the two states namely Ranchi, Patna, Jamshedpur, Dhanbad, Muzaffarpur, Gaya and Bokaro. Additionally MTS is also credited for establishing a network of over **12000 retailers and close to 65 branded retail outlets across 960 towns and over 29500 villages in the 2 states.**

Innovative offers for voice customers

Tariff offers

- Attractive tariff of Half paisa / second for local and STD calls on a Recharge Coupon of Rs 191 with validity of 180 Days.
- Aggressively priced ILD (International Long Distance) Pack to Top International calling destinations from Bihar available @Rs.28. Call Rates 3p/sec for US&CANADA & 11p/sec for Nepal calling & 12p/sec for Gulf countries (UAE, Dubai, Oman, Bahrain, Qatar, Saudi Arabia and Kuwait) &5p/sec to Bangladesh

Unlimited MTS – MTS calls

- Unlimited local MTS-MTS free for 90 days @ Rs 98 only

Local calls

- 1100 minutes free @ Rs 199 (700- All Local & 400 MTS 2 MTS)
- 1200 minutes (100/month) valid for 365 days@299

Extra Talk time

- Rs 200 Talk time, with 30 days validity @ Rs 150

The MBlaze Advantage

- To suit everyone's pocket, MTS has introduced usage plans starting at just Rs.96 onwards
- Customers can enjoy unlimited data usage with **Unlimited MBlazer** priced at just Rs. 999 with 30 day validity.
- Customers can also choose from Unlimited Long Validity Products ranging from Rs 1198 to Rs 3990 with validity of 60 days to 180 days.
- MBlaze customers also enjoy the advantage of free surfing on popular websites like Yahoo and Wikipedia.

Exciting Offers for MBlaze Customers

- MTS has tied up with Hewlett Packard (HP) – On purchase of an HP laptop, customers can get an MBlaze device for just Rs. 999; made available through prepaid as well as postpaid plans. Additionally, the customers can enjoy data usage of 3GB at just Rs. 444 per month for lifetime.

MTS TV – Access to Live TV and Video on Demand

- Using MBlaze dongles and HSD (*High Speed Data*) compatible handsets, MTS customers can enjoy video streaming, High quality audio/video download and live play back.
- Customers can also watch LIVE TV and on demand Video Channels. The customers will get access to a range of News, Entertainment, Sports and Regional channels.

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 800,000 customers in over 150 cities across the country. For more information, please visit www.mtsindia.in

Media Contacts:

Anurag Nigam
Corporate Communications
Sistema Shyam TeleServices Ltd.
M. 0913600571
anurag.nigam@mtsindia.in

Shymal Bhowmick
Adfactors PR Pvt Ltd
M. 0985370286
sbhowmick07@yahoo.com