



a step ahead

MTS Crosses 2 Million Customer Milestone in West Bengal

~Earmarks an investment of Rs 75 crore for expansion of its services in the circle during 2011~

- *MTS' HSD services are available in Kolkata and 18 leading towns of the Circle*
- *The company is credited for launching a range of innovative voice and data products at various price points.*
- *MTS has established a robust network of over 45000 retailers and more than 100 branded retail outlets across 100 towns & over 10000 villages*

Kolkata, July 8, 2011: Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers today announced its achievement of crossing the **2 million customer milestone** in Kolkata & West Bengal Circle. To further strengthen the presence in the circle the company has also earmarked an **investment of Rs. 75 crore** for expansion of its services during 2011.

According to, **Keshhav Tiwary, Chief Operating Officer, Kolkata & West Bengal circle, MTS India**, "We at MTS are extremely happy to achieve the 2 million customer milestone in West Bengal. It is significant for us to have attained such a customer base in an extremely competitive market. Additionally, we plan to invest Rs 75 crore during 2011 for expansion of our network offering world class experience to our valued customers in the circle."

Currently MBlaze services are available in 18 leading towns across the region namely Kolkata, Siliguri, Durgapur, Malda, Kharagpur, Haldia, Bolpur, Midnapur, Namthang, Namchi, Asansol, Krishnanagar, Behrampur, Habra, Darjeeling, Bardhaman, Jalpaiguri and Gangtok. Additionally MTS is also credited for establishing a network of over **45000 retailers and over 100 branded retail outlets across 100 towns and over 10000 villages in the circle.**

Innovative offers for voice customers

Tariffs

- Attractive tariff of Half paisa / second for local and STD calls on a Recharge Coupon of Rs 141 with lifetime validity.
- Aggressively priced ILD (International Long Distance) Pack to International calling destination from **West Bengal to Bangladesh for just Rs 1.95/minute with ISD pack Rs. 35.**

Unlimited MTS - MTS Calls

- Unlimited local MTS-MTS free minutes for 30 days @ Rs 148 only

Local Calls

- 1000 Minutes local calls free, valid for 30 days @ Rs 199 only
- 360 local minutes valid for 30days @ Rs 94 only

Extra Talk time

- Rs 250 Talk time with 30 days validity @ Rs 200 only

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** packs of denomination Rs 798 and Rs. 999 with validity of 30 days.
- 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.
- Customers can recharge their data accounts online by logging on to MTS India website even with the zero balance.

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.

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:

Viraj Chouhan
Corporate Communications - Director
Sistema Shyam TeleServices Ltd.
M. 09136404000
viraj.chouhan@mtsindia.in

Yatharth Goel
Adfactors PR Pvt. Ltd
M. 09831712340
yatharth.goel@adfactorspr.com