



MTS extends reach across all the coastal districts of Kerala

- Launches mobile services in the Kozhikode district
- Scales up its presence to 262 Towns in Kerala

Kochi, June 8, 2009: Sistema Shyam Teleservices Limited (SSTL), today announced that it has expanded the coverage of its mobile service brand **MTS** to all the coastal districts of Kerala, with the launch of services in the Kozhikode district. **This foray marks the presence of MTS in 262 towns of Kerala, in less than two months of operations in the state.**

Mr. Vsevolod Rozanov, President and CEO of Sistema Shyam TeleServices, said, “Kerala is an important market for us. We are proud of the expansion of our mobile telephony services in all the coastal districts of Kerala. It reflects the increased pace of development of our operations in India. We intend to extend our foot print to 300 towns of Kerala by end of June this year, and increase it to 400 by July.”

“The presence of MTS across coastal districts of Kerala is a landmark moment for us. Our scheme of ‘minute millionaire’, revolutionary ‘MSaver 51’ card and attractive tariff plans on outbound calls to countries in the gulf through MSaver49 has received great response from the subscribers. In the coming days we will launch exciting offers for families, groups of friends, and small business,. We expect to attract a lot of first time customers, in addition to people switching from other operators, to avail themselves of the superior quality of services provided by MTS brand,” added **Mr. Srinirao Saripalli, Chief Operating Officer, Kerala & Tamil Nadu, Sistema Shyam TeleServices.**

MTS has over 1 million subscribers across Tamil Nadu, Kerala, and Rajasthan, in addition to Kolkata where it launched services recently.

About Sistema Shyam Teleservices

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema {LSE: SSA} of Russia and 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 rest 2.5% being public partake. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown.

For further details visit: www.mtsindia.in

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