



Press Release

For Immediate Release

## **MTS flags off 'MTS on Wheels'**

*A unique initiative to address all customers needs*

**Kolkata, 12 July 2010:** MTS, the mobile telephony services brand of Sistema Shyam Teleservices Limited (SSTL) today flagged off 'MTS on Wheels'- a unique initiative first time in West Bengal aimed at taking telephony services to the door of customer. This is a month long activity started today from Kolkata and will complete its journey at Burdwan by August 2010. During the period, the bus will travel through various cities and towns of West and North Bengal and will address all customer needs related to voice and data services.

'MTS on wheels' is an air conditioned bus comprising of all the facilities available to customers at MTS branded retail outlets across the country. There are different zones viz. Instant activation zone, Instant recharge zone, Display zone, VAS zone, Data product zone, Customer Service zone and Play & Win zone to ensure seamlessly address customer requirements. The facilities provided by the instant activation zone will range from instant activation of SIMs, instant clicking of passport size photographs and photocopy of POI/POA.

***Speaking on the occasion, Mr.Keshhav Tiwary, COO, Kolkata & West Bengal, Sistema Shyam TeleServices Ltd said,*** "This unique initiative was conceived to ensure MTS reached out to more and more people in the state of West Bengal and providing them with high quality services offered by MTS. Our aim is to make the customer experience high speed voice and data service without making any extra effort. I am confident that this will be another step to bring us closer to our existing customers and expand our family".

Various discounts and gifts are also up for grab for customers availing MTS connections from this zone. Customers can avail instant recharge facilities from the recharge zone and take demos from the VAS zone. In the data product and display zone, customers can experience the quality of data services through free browsing and will be given discounts on purchase of data products. While the customer service zone will cater to address areas like customer voice capturing, issue resolution and handset servicing, the play & win zone will have provisions for magic shows and games for children.

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. The current EVDO technology is at par with the 3G services, which are yet to be rolled out by other telecom operators. MTS has recently been conferred with 'Fastest Growing Data Operator Award' by CMAI at the National Telecom Awards 2010.

### **About Sistema Shyam TeleServices Limited**

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>

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