

Publication	The Hindu Business Line
Date	5 th July 2011
Headline	MTS plans expansion, to invest Rs 100 cr in state

MTS plans expansion, to invest Rs 100 cr in State

Our Bureau

Bangalore, July 4

MTS, the telecommunications brand under which Sistema Shyam TeleServices operates, plans to invest over Rs 100 crore for expansion of its business in Karnataka in FY201. The Chief Operating Officer for Karnataka and Andhra Pradesh, Mr Suresh S. Kumar, told newsmen that Sistema Shyam TeleServices Ltd, a joint venture between Sistema of Russia and Shyam Group of India, that its high-speed mobile broadband service, MBlaze, will be launched in eight more towns, including Hospet, Bidar and Karwar.

This will take the number of cities to be covered under this service to 35 towns across the State.

TV SERVICE

MTS also brings in its TV service - access to live TV, on-demand video channels, video streaming, download and playback with a speed up to



New service: Mr Suresh S. Kumar, Chief Operating Officer, Karnataka and Andhra Pradesh Circle, MTS India, at the launch of MBlaze services in Bangalore on Monday. — G.R.N. Somashekar

3.1Mbps. Alongside, MBlaze has introduced various plans including a 24-hour plan at Rs 96, up to a monthly unlimited data usage plan for Rs 999.

It also allows free surfing of Web sites such as Yahoo and Wikipedia. The company also

announced tie-ups with Hewlett Packard and HTC for better offers on its devices and data packages.

MBlaze currently operates with 19,500 retail outlets and 100 company flagship stores across Karnataka.

Publication	Financial Chronicle
Date	5 th July 2011
Headline	MTS plans major growth in 2011 in Karnataka

MTS plans major growth in 2011 in Karnataka

N VASUDEVAN

Bangalore

MTS has said it would invest Rs 100 crore towards expansion in Karnataka and add 1,500 to its present headcount of 3,000 nationally during FY11. The company has also launched high-speed mobile broadband service, MBlaze, in eight towns in Karnataka, extending the MBlaze footprint to 35 towns across the state.

So far, the company has invested \$3 billion in India. In March, it had said it has earmarked Rs 100 crore for expansion in Gujarat.

MTS is aggressively expanding its high-speed data network and claims that it addresses over 92 per cent of data potential across India. MTS in India has secured over 11 million wireless subscribers.

Referring to expansion in Karnataka, Suresh Kumar, COO, Karnataka and AP circles, MTS, said, "ARPU from rural areas is almost equal to ARPU from urban regions. Karnataka is the largest cir-

Has launched high-speed mobile broadband service MBlaze in 8 towns in the state

cle for MTS in terms of revenue, and we will continue to invest in voice and data services here. In terms of incremental net adds we are more or less equal to the market leader."

As per TRAI June 2011 report, broadband penetration in India stands at just 1 per cent against wireless tel-density of 69.19 per cent and 12.01 million connections as of April 2011. The National Broadband plan envisages a provision of 160 million connections including 60 million wireless connections by 2014.

nvasudevan
@mydigitalfc.com

Publication	The Pioneer
Date	8 th July 2011
Headline	MTS customer base in Bihar, Jharkhand crosses 1 million

MTS customer base in Bihar, Jharkhand crosses 1 million

PNS ■ RANCHI

Mobile service provider MTS has reached a 1 million customer base in Bihar and Jharkhand circles. The mobile major is also expecting exponential growth in data and voice segments in the States in the days to come.

Addressing mediapersons on the occasion MK Sachdeva, Chief Operating Officer of Bihar/Jharkhand, termed this a major milestone for the company and expressed hope for speedy growth in the future. "We have crossed 1 million customers in the circle. With the growth we are confident to present a good show ahead. The company is also ready to invest ₹25 crore during 2011 for expansion of the network offering world class experience to our valued customers in the circle," said Sachdeva. President and CEO of MTS India, Vsevolod Rozanov was also present on this occasion.

Presently, MTS is providing high speed data service in seven towns- Ranchi, Jamshedpur, Patna, Dhanbad, Muzzafarpur, Gaya and Bokaro that would be extended to 15-20 towns of the circle within three months. "We are focusing on industrial and business towns and educational hubs of the States



Officials at a Press conference of MTS called at Hotel Capitol Hill in Ranchi

Malay Kumar | Pioneer

to extend our data and voice services. The growth in data segment has doubled in the last six months," added Sachdeva.

Atul Joshi, COO of North and East Regions said that the circle still had great scope for growth. "There are other players as well but still the scope is there.

Large proportion of villages and small towns of the area are yet to be connected with data and voice services. We are not bothered about the demand." The company is also looking forward to launch smart phones and wi-fi services in the near future.