

Publication	The Economic Times
Date	16 <sup>th</sup> March 2011
Headline	MTS crosses 10m customer base, unveils global tagline

## **✦ MTS crosses 10m customer base, unveils global tagline**



**NEW DELHI** Sistema Shyam TeleServices Limited (SSTL), which owns the MTS brand, on Tuesday said it has crossed the 10 million subscribers mark in India and to celebrate the achievement, it has come out with a new tagline, "A Step Ahead". Adding to the celebrations, MTS has also launched the MTS Pulse, the company's first Android-powered smartphone, which is designed by Taiwanese manufacturer HTC, SSTL said in a statement. Customers can get the high end smartphone worth ₹ 18,000 for free. The customer does not need to make any upfront payment for the phone, but is required to sign up for a monthly contract with a ₹1,500 rental charge and a lock-in period of 12 months, based on which the customer would get the smartphone for free. Additionally, the customer would get 1,500 minutes, 1,500 SMSes and 1,500 MB of data usage every month for 12 months, the company said in a statement. SSTL is a joint venture between Sistema of Russia and the Shyam Group of India. "It is indeed a proud moment for me and the entire MTS team to have crossed the 10 million customers milestone," SSTL president and chief executive officer Vsevolod Rozanov told reporters here. From a new entrant in 2009, MTS has grown to become a CDMA operator providing telecom services to over 10 million customers. – PTI

Publication	The Economic Times
Date	16 <sup>th</sup> March 2011
Headline	Sistema crosses 10m subscriber mark, gears up for public offer

# Sistema Crosses 10M Subscriber Mark, Gears Up for Public Offer

**OUR BUREAU**  
NEW DELHI

Sistema Shyam Teleservices (SSTL) will be ready for an initial public offering by the end of this year but regulatory environment and market conditions will determine its timing, chief executive officer Vsevolod Rozanov said on Tuesday.

The company is talking to in-

vestment bankers for the public offering and will finalise within a couple of months.

On Tuesday, the telco introduced the rebranded version of MTS mobile and data services as it crossed the 10-million subscriber mark. It expects to turn profitable by 2013 and triple its current subscriber figure to 30 million in the period.

The telco is among the 15 mobile

operators in India's growing telecom market of more than 771 million subscribers. It started offering mobile and data services two years ago from Tamil Nadu.

SSTL is betting big on the growth of data usage in India. This will drive the company's revenues at a time when falling revenues and wafer-thin margins in the voice market are pain points for most operators.

Publication	The Hindu Business Line
Date	16 <sup>th</sup> March 2011
Headline	Sistema Shyam to appoint bankers soon for public offer

## Sistema Shyam to appoint bankers soon for public offer

Reaches 10-million subscriber mark

**Our Bureau**

*New Delhi, March 15*

Sistema Shyam TeleServices Ltd (SSTL), on Tuesday, said it will appoint investment bankers in the next few months for the company's proposed initial public offering.

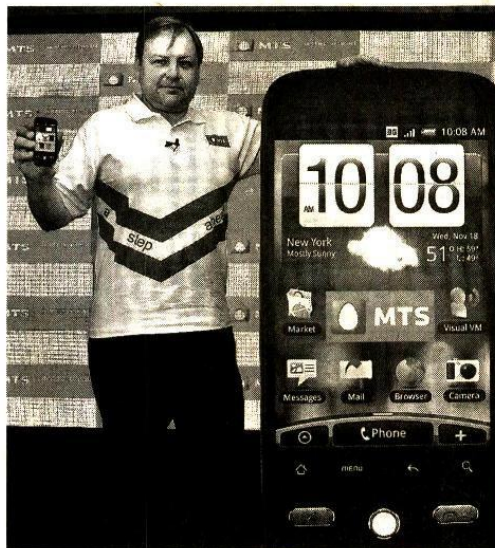
"We are in talks with various merchant bankers and it is a matter of couple of months that we will complete the selection process for the same," Sistema Shyam's Chief Executive Officer, Mr Vsevolod Rozanov, told reporters here.

SSTL operates mobile services under the MTS brand and is the joint venture between Russia-based Sistema and Mr Rajeev Mehrotra-promoted Shyam Telecom.

Mr Rozanov added that the launch of the IPO would depend on regulatory approvals and market conditions. SSTL had earlier said that it would launch the IPO after an equity sale deal with the Russian Government is completed.

The deal, under which the Russian Government will pick up 20 per cent stake in SSTL for \$600 million, is expected to be completed over the next few weeks, Mr Rozanov said.

The company also provides high speed mobile Internet services to over 5 lakh customers based on CDMA



Mr Vsevolod Rozanov, President and CEO, Sistema Shyam TeleServices Ltd, at the launch of MTS Smartphones in the Capital on Tuesday. — Kamal Narang

technology.

### SMARTPHONE LAUNCH

MTS has also announced the launch of MTS Pulse handset from HTC— the company's first Android powered Smartphone.

"Going forward, it will be our endeavour to stay true to our data centric-voice enabled strategy to provide in-

novative telecom solutions to our customers," Mr Rozanov said.

The company is targeting 30 million customers by 2013. It plans to complete the commercial roll-out of mobile telephony services across the 22 circles in the country in the next two-three months. Sistema Shyam now offers services in 18 circles.

Publication	The Hindu Business Line
Date	16 <sup>th</sup> March 2011
Headline	With 10 m subscribers, MTS unveils new brand identity

**With 10 m  
subscribers, MTS  
unveils new  
brand identity**

**Our Bureau**

*Chennai, March 15*

Sistema Shyam TeleServices Ltd (SSTL), which is a telecom services provider under the brand MTS, has unveiled a new brand identity.

A press release says it is designed to resonate with the new realities of today's youth. This launch coincides with MTS crossing the 10-million subscriber mark in India.

The company also provides high-speed mobile internet services to over five lakh customers in the country. From a new entrant in 2009, MTS is India's only pure play CDMA operator providing telecom services, the press release said. The brand's new tagline is 'MTS – A Step Ahead.'

Publication	Business Standard
Date	16 <sup>th</sup> March 2011
Headline	MTS crosses 10-million customer base, unveils new tagline

## MTS crosses 10-million customer base, unveils new tagline

PRESS TRUST OF INDIA  
New Delhi, 15 March

**S**istema Shyam TeleServices Limited (SSTL), which owns the MTS brand, today said it had crossed the 10-million subscriber mark in India and to celebrate the achievement, it has come out with a new tagline, 'A Step Ahead'.

MTS has also launched the MTS Pulse, the company's first Android-powered Smartphone, designed by Taiwanese manufacturer HTC, SSTL said in a statement. The customer does not need to make any upfront payment for the phone, but is required to sign for a monthly contract with a ₹1,500 rental charge and a lock-in period

of 12 months, based on which the customer would get the smartphone for free.

Additionally, the customer would get 1,500 minutes, 1,500 SMSes and 1,500 Mb of data usage every month for 12 months, the company said in a statement.

SSTL is a joint venture between Sistema of Russia and the Shyam Group of India.

Publication	Financial Chronicle
Date	16 <sup>th</sup> March 2011
Headline	Sistema Shyam to appoint bankers for planned IPO

## Sistema Shyam to appoint bankers for planned IPO

TEJEEESH NS BEHL

*New Delhi*

SISTEMA Shyam Teleservices (SSTL) that offers CDMA services under the MTS brand has begun talks with merchant bankers for its proposed initial public offering (IPO), a senior company executive with direct knowledge of the issue said.

He, however, declined to put a definite timeline as to when the issue would hit the market. "We have already finalised a couple of merchant bankers for the issue and are looking for some more, but the market needs to be more positive before we can raise money and the regulatory environment also needs to improve," he said on condition of anonymity.

He declined to reveal names of the merchant bankers shortlisted by the telecom company for its proposed IPO.

SSTL had announced last year that it had got board approval to list on Indian bourses but had deferred its listing plans due to indifferent market conditions.

SSTL's president and CEO, Vsevolod Rozanov, confirmed that the company would be ready with its IPO by end of the year, though when the issue is launched will depend on market conditions.

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Publication	The Political & Business Daily
Date	16 <sup>th</sup> March 2011
Headline	MTS crosses 10-mn customer base

# MTS crosses 10-mn customer base

**PBD BUREAU**

NEW DELHI, MARCH 15

SISTEMA Shyam TeleServices Limited (SSTL), which owns the MTS brand, today said it has crossed the 10 million subscribers mark in India and to celebrate the achievement, it has come out with a new tagline, "A Step Ahead".

Adding to the celebrations, MTS has also launched the MTS Pulse, the company's first Android-powered Smartphone, which is designed by Taiwanese manufacturer HTC, SSTL said in a statement.

Customers can get the high end smartphone worth ₹18,000 for free. The customer does not need to make any upfront payment for the phone, but is required to sign up for a monthly contract with a Rs



Vsevolod Rozanov, president & CEO, (SSTL) and Leonid Musatov, chief marketing officer (SSTL) during a programme in New Delhi on Tuesday—PBD photo by Gajendra Singh

1,500 rental charge and a lock-in period of 12 months, based on which the customer would get the smartphone for free.

Additionally, the customer would get 1,500 minutes, 1,500 SMSes and 1,500 MB of data usage every month for 12 months, the company said in a statement.

SSTL is a joint venture

between Sistema of Russia and the Shyam Group of India. "It is indeed a proud moment for me and the entire MTS team to have crossed the 10 million customers milestone," SSTL president and chief executive officer Vsevolod Rozanov told reporters here. From a new entrant in 2009, MTS has grown to become a CDMA operator

providing telecom services to over 10 million customers. At present, the company's network facilitates coverage of 85 per cent of subscribers in the country and over 92 pc of the data services potential.

MTS also has to its credit over 5 lakh mobile broadband customers in over 130 towns across India.

Publication	The Hindu
Date	17 <sup>th</sup> March 2011
Headline	MTS' new initiatives

# MTS' new initiatives

Special Correspondent

**NEW DELHI:** Sistema Shyam Teleservices that provides telecom services under the MTS brand has crossed the one-crore subscriber mark within three years of its entry into the domestic telecom space. To mark the occasion, the company has announced various initiatives and programmes for its customers.

It has launched 'MTS

Pulse', the company's first Android-powered smartphone designed by Taiwanese manufacturer HTC, priced at Rs.18,000. A customer can get the handset free provided he signs up for a monthly contract with a Rs.1,500 rental charge and a lock-in period of 12 months. Additionally, the customer would get 1,500 minutes and SMS free besides 1,500 MB of data usage every month for 12 months.

Publication	Business Standard
Date	18 <sup>th</sup> March 2011
Headline	Quake may hit Canon India revenue by 5 per cent

## Quake may hit Canon India revenue by 5 per cent

PRESS TRUST OF INDIA  
Mumbai, 17 March

**I**maging and printing major Canon has said damage inflicted by the earthquake and tsunami in Japan will hit revenues from India operations by five per cent this year due to glitches in supply of critical components.

The company, which had clocked revenues of ₹1,257 crore from India in 2010, "definitely" stands getting impacted by the events in Japan, its president and chief executive Kensa ku Konishi, said here.

"In percentage terms, it can go up to five per cent of our top line as the supply lines get hurt," Konishi said. He added none of Canon's own facilities

in Japan had had any impact due to the twin disasters but some suppliers who manufacture components had reported damage.

"Canon factory has not suffered. We are okay. But we are worried about the parts' sup-

**The Canon factory has not suffered but supplies may be affected**

pliers. We are getting indirect impact," he said. There will be no impact in the short term as the company and channel partners are currently holding stock but over the long term, it will be more pronounced.

Konishi said it was difficult

to say which products in its portfolio would be more impacted, as, every product gets some components from Japan.

**MTS India slashes calling rates to Japan**

Telecom service provider Sistema Shyam TeleServices Ltd slashed its calling rates to Japan by 78 per cent to ₹1.99 a minute to help connect people with friends in the earthquake-struck nation. "There are people all over India who are concerned about the well-being of their friends and loved ones. In an endeavour to do its bit, MTS India has taken a decision to drop the calling rates to Japan by 78 per cent to ₹1.99 per minute," MTS India Chief Marketing Officer Leonid Musatov said.