

Publication	The Times of India
Date	13 th December 2011
Headline	MTS revenue rises 18%

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New Delhi: Sistema Shyam teleservice Ltd, which operates its telecom services under the MTS brand, recorded an 18% growth Q-o-Q in its consolidated revenues to Rs 3,282 million for Q3 of 2011. The company's quarterly revenues have continued to grow over Rs 400 million per quarter over the last five quarters. The non-voice revenues from data and mobile VAS for the quarter grew by 32% Q-o-Q and constitute 32% of the total revenue. The contribution increased by 3.4 p.p for this quarter. TNN

Publication	Hindustan Times
Date	13 th December 2011
Headline	Sistema Shyam Q3 loss at Rs 1,009.7 cr, revenues jump

Sistema Shyam Q3 loss at ₹1,009.7 cr, revenues jump

NEW DELHI: Sistema Shyam Tele-services Ltd, which operates under MTS brand, has reported a net loss of ₹1,009.7 crore for the third quarter ended September on account of increased foreign exchange charges against a net loss of ₹494 crore during the same quarter in 2010-11. Revenue jumped to ₹328 crore in the quarter, up 125% from the same quarter of 2010-11. **HTC**

Publication	The Hindu Business Line
Date	13 th December 2011
Headline	Sistema Shyam's Q3 losses double to Rs 1,009 crore

Sistema Shyam's Q3 losses double to Rs 1,009 crore

Our Bureau

New Delhi, Dec. 12

Sistema Shyam TeleServices Ltd (SSTL), which operates mobile services under the MTS brand, on Monday reported net loss of Rs 1,009.7 crore for the third quarter ended September 30 on account of increased foreign exchange charges. The company had logged net loss of Rs 494 crore during July-September in 2010.

"SSTL's bottom line during the quarter was impacted by increased forex charges. The rupee has depreciated considerably against the US dollar and other foreign currencies thus resulting in increased forex charges on long-term foreign-currency-denominated loans," the company said. SSTL is one of the players which got licences in 2008.

Net revenues were, however, up to Rs 328 crore compared to Rs 146 crore in the corresponding quarter last year. Non-voice revenues



from data and mobile value-added services for the quarter were up by 32 per cent quarter-on-quarter to Rs 105 crore, which now contributes 32 per cent of total revenue.

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Blended mobile average revenue per user (ARPU) for the quarter increased to Rs 85 from Rs 82.

The increase in ARPU is in contrast to a declining trend in the market.

SSTL's data-card subscriber base for the quarter was up by 30 per cent to 1.07 million subscribers.

SSTL added 0.25 million data-card subscribers during the quarter, highest additions in a quarter till date.

Mr Vsevolod Rozanov, President and Chief Executive Officer, SSTL, said, "The market response to our data-centric voice-enabled strategy continues to be extremely positive. In fact, Government's intent to increase broadband penetration in the country, as outlined in the Draft National Telecom Policy 2011 also supports our business strategy. However, we are awaiting further clarity on issues, such as additional spectrum availability. In spite of all these challenges, we are committed to further drive growth in data usage amongst the masses, with smartphones and tablets playing a major role in this process."

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Publication	The Economic Times
Date	13 th December 2011
Headline	SSTL Q3 net loss at Rs 1,010 crore

SSTL Q3 Net Loss at ₹1,010 Crore

NEW DELHI Sistema Shyam Tele-Services (SSTL), which operates under MTS brand, on Monday reported net loss of Rs 1,009.7 crore for the third quarter ended September 30 on account of increased foreign exchange charges. The company had logged net loss of Rs 494 crore during the July-September quarter in 2010, SSTL said in a statement.

Publication	The Economic Times
Date	14 th December 2011
Headline	MTS blazes a news trail in mobile broadband: CEO

INTERVIEW VSEVOLOD ROZANOV

MTS blazes a new trail in mobile broadband: CEO

"WE FOCUS ON CREATING VALUE FOR CUSTOMERS THROUGH QUALITY, PRICE AND INNOVATION"

Vsevolod Rozanov, CEO and president of Sistema Skyum TeleServices Ltd (SSTL), shares his company's strategy and bets big on the magic of mobile broadband.

When MTS India started its operations, not only was it a late entrant, but also a late CDMA entrant. How does it feel to have turned the under-dog into the innovator?

With its entry in 2008, MTS created a buzz with "One Million Five Minutes" for its customers. Since then, the company has built on its promise of innovation by introducing a series of firsts. With 12-14 telecom operators fighting for market share, there was very little room for a newcomer like us. We had to act quickly, and hence, took the strategic decision to focus on data, a vastly untapped market. In November 2009, we launched our high-speed mobile broadband services brand, MBlaze. In just two years, we have become one of the country's top-three data players. Along the way, we have introduced

numerous innovations such as prepaid broadband and free national roaming for all MBlaze customers. Recently, MTS took the mobile broadband experience to a whole new level by becoming the first telecom operator in the country to launch high-speed data (HSD) services on two national highways: Delhi-Jaipur and Chennai-Bangalore. Our efforts have been honored by awards like 'Most Innovative Mobile Broadband Product' and 'Fastest Growing CDMA Operator'.

You talk about innovation as the heart of MTS's strategy. How does the company balance creating value for its customers with creating value for its shareholders?

True to its long-term commitment in India, SSTL has invested over \$2.5 billion in expanding its telecom network. Our focus is not only on numbers, but also the quality of the customer base. India is probably the most competitive telecom market in the world with compar-

tively lower average revenue per user (ARPU), and, therefore, it becomes important that we rationalise our investments. We understand that the Indian consumer is not looking for a choice between value and quality. Here, the customer wants quality with choice, and as service providers, we need to be on our feet at all times to think out of the box. Our focus remains to create value for customers through quality, price and innovation propositions that create long-term value for all stakeholders.

How do you see the data segment of the market evolving over the next five years?

We had pre-empted intense competition in the voice business and hence, steered our strategy to focus on data. Even if you look at Telecom Regulatory Authority of India's October 2011 report, the broadband penetration in India stands at just 1% as against the wireless penetration of 72%. The National Broadband Plan envisions



Bollywood actress Neha Dhupia poses with Vsevolod Rozanov during the launch of MTS mobile services in Bangalore.

100 million broadband connections including 80 million wireless broadband connections by the year 2014. Hence, there is a huge opportunity for the growth and proliferation of HSD services in India. With wireline penetration at just 3% of population, and on decline, mobile broadband is best positioned to satisfy the growing internet demand. We offer HSD services in over 200 Indian cities including the top five metros. The company is rapidly expanding its HSD network, and currently addresses over 92% of data potential across India. In MBlaze, we have one of the strongest data brands in the country.

Where do smartphones fit in this ecosystem?

India's low wireline and PC penetration means that smartphones and tablets will drive data growth. MTS is creating a strong portfolio of these devices to offer the customers a complete package with access and high-speed. We recently launched MTS Pulse, an Android powered smartphone that users can get for free with no upfront payment. We are looking to take the Android platform to the masses. We recently launched two Android smartphones—MTS Laserwire and MTS MTag 3.1, both priced below rupees 5000. We will add some of the best available smartphones and tablets to our portfolio.

What's your reaction to India's New Telecom Policy?

"The policy marks a strong focus

to make broadband accessible to and affordable for all by 2015. This is a great step for us as we are already data-centric. We look forward to the formulation of supporting policies so that more spectrum can be released. We believe policy guidelines on issues like delinking of spectrum and telecom license, allowing for spectrum trading, pooling and sharing along with new M&A guidelines, would be equally significant. One needs to understand how NTP 2011 looks after the interest of the CDMA operators and their customers. So if I could have one wish, MTS would ask for further clarity on M&A guidelines and spectrum updates.

Prepared by Anshul Anand

Publication	The New Indian Express
Date	15 th December 2011
Headline	Everonn, MTS Pact

CHENNAI

Everonn, MTS Pact

Everonn's e-learning portal Classontheweb.com has joined hands with MTS MBlaze to provide free online school curriculum to the customers of MTS's Mblaze -internet on the go. The co-branding was initiated by the two companies to make e-learning better for its customers.

Classontheweb.com is an online learning portal from Everonn Education Limited, a pioneer in technology-based in education in India.

Publication	The Financial Express
Date	16 th December 2011
Headline	Everonn, MTS join hands for e-learning

Everonn, MTS join hands for e-learning

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Chennai, Dec 15: Chennai-based education and training company Everonn Education Limited's e-learning portal, classontheweb.com has joined hands with MTS MBlaze, a leading telecommunications group, to provide free online school curriculum to MTS MBlaze's customers.

Classontheweb.com is an online learning portal delivers educational content to the various age groups and learning segments.

With this agreement, MTS MBlaze's customers will be able to pursue their learning anywhere and at anytime. The website complements school curriculum, provides assistance with career enhancement programs and also provides professional certificate courses.

Susha John, CEO and director, Everonn Education, said, "Live classes with experts in cyberspace will help students gain immense knowledge on various subjects. We are sure that this initiative will immensely benefit students and make e-learning an easier and self-driven process."