

Publication	Deccan Herald
Date	19 <sup>th</sup> February 2011
Headline	MTS initiatives for World Cup

## MTS initiatives for World Cup

» Sistema Shyam TeleServices Limited (SSTL), under MTS brand has rolled out slew of initiatives for its voice and data customers during ICC Cricket World Cup.

On recharge of Rs 252, MTS pre-paid customers will get talk time of Rs 300. They will also get as many free SMS as runs scored by India in each of its matches. These can be sent by customers to any local or national number in India.

MTS Mobile Broadband customers buying new MBlaze connection can recharge with special world cup pack starting from Rs 497 to get 5 GB data usage.

Additionally, they would win 250 MB data usage free whenever India wins during the ICC Cricket World Cup. If India wins all its matches including final, customers would win over 2 GB data usage free, the company said.

Publication	Business Standard
Date	21 <sup>st</sup> February 2011
Headline	Clean sweep for cricket across digital platforms

## Clean sweep for cricket across digital platforms

AABHAS SHARMA  
New Delhi

Considering the growing popularity of smartphones, tablets and notebooks in India, it's no surprise that the digital medium is going to be the next battle ground for companies this cricket season.

Taking a cue from YouTube, leading cable and satellite broadcaster ESPN Star Sports has decided to stream all matches live on its website for free. YouTube saw 93,000 subscribers and over 50 million views when it streamed the last edition of Indian Premier League matches.

Gaming companies like Zapak, Nazara and Jump have launched several games on the mobile and internet platforms. Jump, the official partner of the International Cricket Council (ICC) for mobile gaming, has launched ICC World Cup 2011 games. Apart from local audience, it is targeting the Indian diaspora spread across the globe. The game

will be priced at ₹99 in India and \$5 in other markets. "We expect a million downloads within the month," says Salil Bhargava, CEO, Jump Games.

Mobile community mig33, too, has launched *migcricket*, a chat-based cricket game, where players can join the game by paying with mig33 credits. Mohit Gundecha, head of India operations at mig33, says they are looking to engage users from Tier-II cities. "The game is easy to play and doesn't even require a smartphone," explains Gundecha. mig33 has launched special virtual cricket merchandise around the World Cup as well. It claims it registered about 250,000 users last year and expects the number to rise substantially during the World Cup.

Zapak Games, the licensing and merchandising arm of Zapak, has developed *Cricket Power*, a PC game that will be

available for players through both online and offline mediums. Vaibhav Odhekar, business head of Zapak Games, claims, "Even non-cricket enthusiasts will be celebrating these events. We aim to reach the masses with this official game and have hence priced it reasonably at ₹299." The game CDs are scheduled to hit 5,000 Zapak retail stores this week.

**TAKING A CUE FROM YOUTUBE, leading cable and satellite broadcaster ESPN Star Sports has decided to stream all matches live on its website for free**

For the cricket-crazy nation, companies like HCL Technologies have launched a new application, Xplore Cricket WC2011, available both for Android and iPhone mobile devices. There are four major sections in the application: first one is information related to matches, second is teams and players, followed by match venues and live scores for fans to keep a track of their teams' performance.

Sistema Shyam TeleServices Ltd (SSTL), which operates telecom serv-

ices under the MTS brand, will provide all Meru cab users in New Delhi, Mumbai, Chennai, Kolkata, Bengaluru and Hyderabad a MBlaze dongle for free internet surfing with unlimited data download. Leonid Musatov, chief marketing officer, SSTL, says, "With the Cricket World Cup round the corner, such a service would also enable cricket enthusiasts travelling through the city to connect their laptops via mobile broadband and check out the latest match scores and updates."

Even Smith and Jones, the company which has instant noodles, soups, ketchups in its portfolio, has launched a special YouTube channel, 'Cricket ka Tadka'. The internet channel sports series of videos that teach basic cricket. The company is also launching this across other platforms like videos on demand on DTH, IPTV and mobile networks. According to Ajay Gupta, CMD, Capital Foods, this is first of the many such initiatives the company plans to launch.

Publication	Hindustan Times
Date	21 <sup>st</sup> February 2011
Headline	Internet in cabs



## Internet in cabs

MTS, Sistema Shyam Teleservices' mobile service, has tied up with Meru Cabs to offer customers high speed mobile internet access while they travel in the cabs. The service, which is being launched in Delhi and Mumbai first, will subsequently be extended to Chennai, Kolkata, Bengaluru and Hyderabad. The internet service is free — Meru customers just need to ask the cab driver for an MBlaze dongle for internet surfing and unlimited data downloads. This innovation, the company says, is designed to service the growing demand for 'internet on the go'. The company is also hoping that with cricket season on in India, consumers will adopt the cab internet service more quickly.

Publication	The Hindu Business Line
Date	21 <sup>st</sup> February 2011
Headline	Meru cabs plans overseas foray

## Meru Cabs plans overseas foray

**Press Trust of India**

*Mumbai, Feb. 20*

Having cornered close to a 50 per cent market share in India, radio cab service provider Meru Cabs plans to venture overseas by the end of this year.

"We have about 50 per cent share in the domestic market. We think this is the right time to enter the global market," Meru Cabs Chief Executive Mr Rajesh Puri told PTI here.

"We are in talks with the Governments of three-four countries and plan to start our operations by 2011-end," he said. Mr Puri, however, did not identify the markets the company plans to enter.

**RAMP UP OPERATIONS**

The country's largest radio cab service provider wants to ramp up its operations by adding 2,000 cars and hiring an equal number of drivers by 2011-end to meet consumer demand.

"We plan to add 2,000 cabs at an investment of around Rs

200 crore by December, 2011, to cater to customer demand," he said, adding that the company also plans to recruit an equal number of drivers by the year-end.

At present, Meru has 5,300 cars and 5,000 drivers pan-India.

It receives around 5,000 requests for cab bookings on a single day across Mumbai, Delhi, Bangalore and Hyderabad.

"We receive around 15 lakh requests every month," Mr Puri said, adding, "During peak hours, the company finds itself rejecting nearly 40 per cent requests."

Mr Puri said Sistema Shyam Teleservices (SSTL), which offers mobile phone services under the MTS brand, has partnered with Meru to offer free Internet services to its passengers in New Delhi and Mumbai.

"The company is likely to soon launch similar services in other major towns as well," he said.

Publication	The Times of India
Date	22 <sup>nd</sup> February 2011
Headline	Network, tariff drive operator shift

# Network, tariff drive operator shift

Rupali Mukherjee | TNN

**Mumbai:** Network-related concerns and tariff issues have emerged as primary reasons which may prompt subscribers to migrate to another service provider. Already, over 1.7 million subscribers have switched operators in the one month since the nationwide roll-out of the mobile number portability (MNP) service.

A study by cellular operator MTS—carried out in 11 circles, including Mumbai and Delhi—which surveyed nearly 15,000 consumers wanting to change their numbers through MNP.

The survey says another reason for subscribers wanting to switch operators is billing issues faced on account of subscribing to value-added

## BETTER OPTION



► Subscribers want to switch operators is billing issues on value-added services

► Some consumers wish to migrate to another operator to experiment with MNP

services (like ring tones or astrological services) of the existing operator. The study observed that a small number of consumers wished to migrate to another cellular

operator as they wanted to experiment with MNP.

Lastly, a very small section of consumers had certain customer service related issues, and hence wanted to change their operator

The study was carried out in Rajasthan, Tamil Nadu, Kerala, Kolkata, West Bengal, Karnataka, Andhra Pradesh, Haryana and Bihar.

Says MTS India chief marketing officer Leonid Musatov: “The roll-out of mobile number portability marks yet another milestone for the highly competitive telecom market in the country. It represents a very good opportunity for customers to experience MTS’s high speed network”. In case of MTS, the primary driver for port-in has happened because of MTS’s half-a-paisa per sec-

ond tariff plan.

While, a majority of people who migrated to other cellular operator from MTS, have been low-usage customers, a company official added. The Telecom Regulatory Authority of India recently said that about 17.11 lakh subscribers have submitted their requests to different service providers for porting their mobile number (as on February 5). The country’s total subscriber base is estimated at 752 million.

Says Vodafone Essar strategy director Samaresh Parida: “Network can be a major issue for people wanting to opt for MNP. But it (MNP) is not likely to be a game-changer for the industry as only a small section has ported till now. This is also in line with our expectations.”

Publication	The Economic Times
Date	22 <sup>nd</sup> February 2011
Headline	Chandigarh Cos draw up tools of empowerment

## Chandigarh Cos Draw Up Tools of Empowerment



**VINEY SHARMA**  
CHANDIGARH

At first glance, there is nothing unusual about Thankan Gomez, nursing superintendent at Fortis Healthcare, having a conversation with the company's regional director, Ashish Bhatia, over a cup of tea at a five-star hotel. But in a corporate culture where juniors rarely get to interact with top management, Gomez has the chance to not only discuss her career growth and goals, but also get Bhatia's valuable insights into how to chart her career path.

She is clearly comfortable doing this because this sort of interaction has become routine at her organisation, thanks to a Leadership Development Initiative (LDI) Fortis has kicked off. The idea is to create more opportunities for the juniormost employees to have regular chats with the company's CEO or seniors managers. All with an eye to spotting a 'leader' in the ranks early enough to be groomed and prepared to take responsibility.

To decrease the gap between senior management and employees in the lower rungs, corporates like Fortis, Mobile TeleSystems-Sistema, Shyam TeleServices, Sonalika Tractors, Webcom group in Chandigarh have come up with a host of new HR practices. Some companies use these as tools for retaining and managing younger employees as well.

Fortis Healthcare's LDI includes mentoring youngsters, a 360-degree Feedback Survey from seniors and engagement surveys to groom leaders who will head respective departments in the coming years. "We do many things to engage employees. Every Saturday, we organise an event at a city hotel to meet doctors, non-medical staff, vice presidents and function heads," says Fortis regional director Bhatia.

At MTS-Sistema, Shyam TeleServices, employees are connected to the CEO through a hotline and regular lunches. "These are ways in which we can measure the engagement at all times," says Sistema's chief human resources officer Manish Kharbanda. The company also frequently conducts internal surveys to assess the quality of the relationship between employees and their supervisors. All employees are assessed on MTS' list of competencies, and individual development plans are posted on an online Learning Management System.

Each employee has a username and password to log on to his plan, select the suggested e-learning programme or simulation, and then book a seat. Most programmes carry points which the employee can accumulate to qual-

ify for taking the certification evaluations test. If an employee is successfully certified in the designated programmes as per his level, he is eligible for promotion, says Kharbanda.

Webcom Technologies, which has recently diversified into business consultancy under the brand name IBS, believes 'experience' needs to be redefined. The company has conducted a plethora of workshops in the past few months to bring in a synergy between older and younger managers. "The perception that experience comes only with age is changing," says managing director Sharad Karma. "Times have changed, and information is today available at the click of mouse," he adds.

**From getting CEOs to interact with the juniormost employees to conducting leadership programmes, companies are doing their best to retain talent**

The leadership programme at various companies have already started showing results. Under its mentoring programme, Fortis has started seeing many of the trainees being escalated to new positions in the past few months.

"They have been given new responsibilities," says Fortis chief people officer Harshvendra Soin.

These leadership initiatives are not limited to the larger players. Small and mid-level companies are also keen to bring in similar programmes, and have reached out to consulting firms like Adizes in the US, Australia-based Impetus Global Consulting and Yajnaa, which is in Chandigarh. "Corporates seem to have realised that they need to go beyond conventional hierarchical relationships," says Yajnaa director Sneha Bhardwaj, who has conducted more than 700 workshops with different corporate houses over the past few years.

Companies believe that programmes like 'Leadership Development Initiative' are an investment in future leaders. Over the past year, former Fortis CEO Bhavdeep Singh, who has recently relocated to the US, routinely meet employees other than the top management, and had free-wheeling discussions with them. Some of the questions he would pose them were: "Do you see a mentor in your boss? When vice presidents are given less responsibility and paid more, is the management trying to convey something?"

"These practices not only win over employee's loyalty and increase their morale, but also build a stable employee force and reduce employee turnover and attrition," says Bhatia. In sum, the best way to do business.

Publication	The Times of India
Date	23 <sup>rd</sup> February 2011
Headline	DTH, broadband players tap World Cup fever with gusto

# DTH, broadband players tap World Cup fever with gusto

Dileep Athavale | TNN

**Pune:** Direct to home (DTH) service providers as well as broadband players have unleashed an aggressive initiative amid the rising Cricket World Cup interest with offers of new services backed by the high technology.

If DTH players such as Dish or Airtel Digital TV have announced high definition (HD) programme streaming, broadband mobile company MTS is pitching for subscriber interest with free SMS, higher data usage and internet access made available in taxis.

With the Indian broadcasting system going in for a sea change, the Indian consumers are showing a very positive acceptance towards HD enabled systems and the availability of Full HD content through the DTH platform. Though many of the DTH players in the industry have launched the high definition format, most of them do not have more than 3-5 HD channels to offer to their subscribers.

DTH television service provider Dish TV has decided to bank on the increasing penetration of HD television sets in Indian homes and has announced the launch of 30 TV channels in High Definition for its existing as well as new subscribers.

Anjali M Nanda, senior vice president of Marketing at Dish TV India told



TOI, that the HD ready television market has become very active over last few months as the number of homes which have installed these sets has risen to 5 million. "With 30 High Definition channels, Dish TV will be able to put forward a significant differentiated offering to its subscribers. We have the largest HD channel portfolio giving us a significant competitive advantage and quantum leap over competition. We expect this to translate into significant gains in terms of market share, average revenue per user (ARPU) as well as total revenue for the company," Nanda said.

Airtel Digital TV, promoted by Bharti Airtel has also offered HD programming of popular sports channel ESPN. Interestingly, the subscribers have the option of getting HD streaming only during the 2011 World Cup season which will be over on 3 April. Sugato Banerji, chief marketing officer — airtel digital TV,

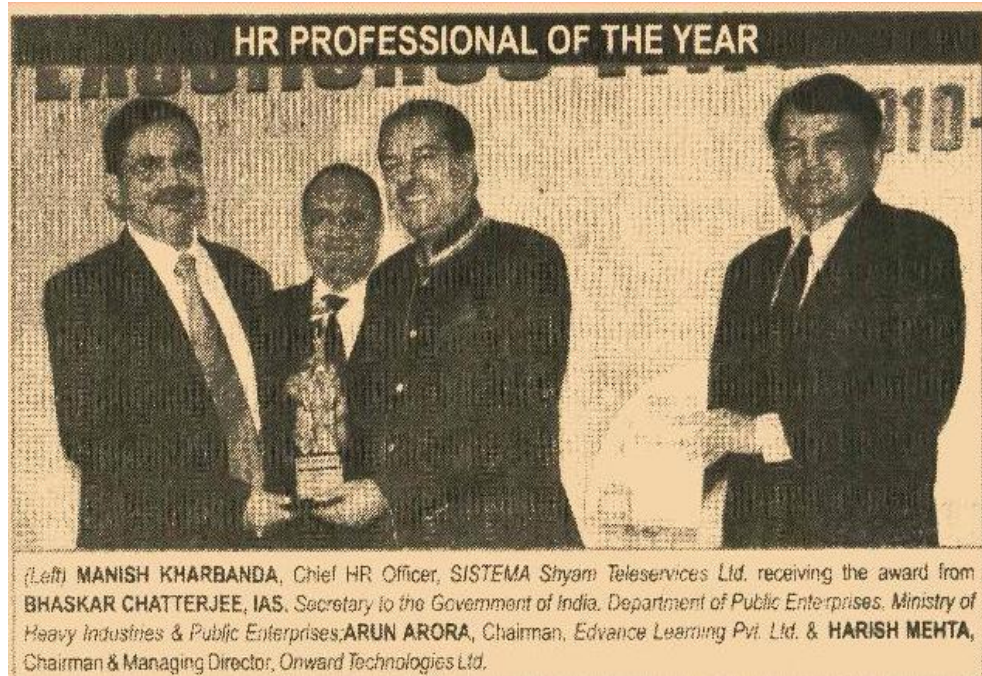
Bharti airtel said, "We expect that a major sporting spectacle as this will see many customers going in for a technology upgrade to HD."

Broadband mobile service provider MTS too has launched a range of initiatives for its voice and data customers. Under this offer MTS prepaid voice customers will get as many free SMS as the runs scored by India in each of its matches in this World Cup. On the other hand, MTS data customers stand to win 250 MB data usage free for every Indian victory.

The company has tied up with taxi service Meru Cabs to provide in the latter's taxis its MBlaze dongles to enable customers to follow cricket scores and updates on the move. Leonid Musatov, Chief Marketing Officer, Sistema Shyam Teleservices Limited (SSIL)—promoters of MTS, said "Cricket unites customers across geographies and socio-economic boundaries in the country. Given the incoming action on this sport, MTS has launched a range of exciting initiatives for its voice and mobile broadband customers. These initiatives have been specially designed to add to the cheer of our customers every time Indian wins a match in this world cup."

MTS has also offered to its mobile broadband customers special recharge packages with added data usage entitlement.

Publication	Business Standard
Date	23 <sup>rd</sup> February 2011
Headline	HR professional of the year



Publication	Business Standard
Date	23 <sup>rd</sup> February 2011
Headline	MTS deals, discounts on online recharge

## **MTS deals, discounts on online recharge**

Sistema Shyam TeleServices Ltd (SSTL), which operates under the brand name MTS, on Tuesday launched deals and discounts on online recharge for both voice and data customers. SSTL is a joint venture between Sistema of Russia and the Shyam Group of India. "Our latest initiative has been specially designed to offer great deals and discounts on a wide variety of products and services." SSTL Chief Marketing Officer Leonid Musatov said in a statement.

**PTI**

Publication	Deccan Herald
Date	23 <sup>rd</sup> February 2011
Headline	MTS chalks big data plan for state

## MTS chalks big data plan for State

**Dilip Maitra**

**BANGALORE:** India's only pure-play CDMA mobile service provider Sistema Shyam Tele-services Ltd (SSTL), has embarked on a strategic plan to strengthen its presence in Karnataka which is among the most important telecom circles of the company. In line with its national strategy to focus more on data service enabled with voice, MTS plans to spend Rs 75 crore on data service in Karnataka to further strengthen its position.

Talking to *Deccan Herald*, SSTL Chief Operating Officer (Karnataka & Andhra Pradesh) Suresh S Kumar claimed that MTS dongles (data cards) sold

under 'Mblaze' brand name, already has 35 per cent market share in the state. "We cover 60 cities in the south and in that 26 towns are in Karnataka where we offer our high speed internet service," Kumar said.

As the plug-n-play CDMA dongles completely eliminate wired line connections we see a huge demand for wireless internet coming from many small towns in the state, he said. To reach out to consumers, MTS has made recharge coupons available from 1,000 outlets and has kept minimum recharge coupon value at Rs 198.

Unlike other operators offering dongles mainly to city dwellers, MTS' focus on small towns has resulted in half the

customer base coming from outside Bangalore.

MTS has also planned to upgrade its network to compete with faster mobile internet services on 3G technology now being rolled out by many GSM operators. Currently MTS' network is EVD Rev A which can offer a maximum download speed of 3.1 mbps.

The plan now is to upgrade its network to EVD Rev B platform that offers highest speed of 14.7 mbps. "We have already started work in adopting this next generation technology. The roll out will happen in phases but Karnataka will be one of the early states to get it," he said.

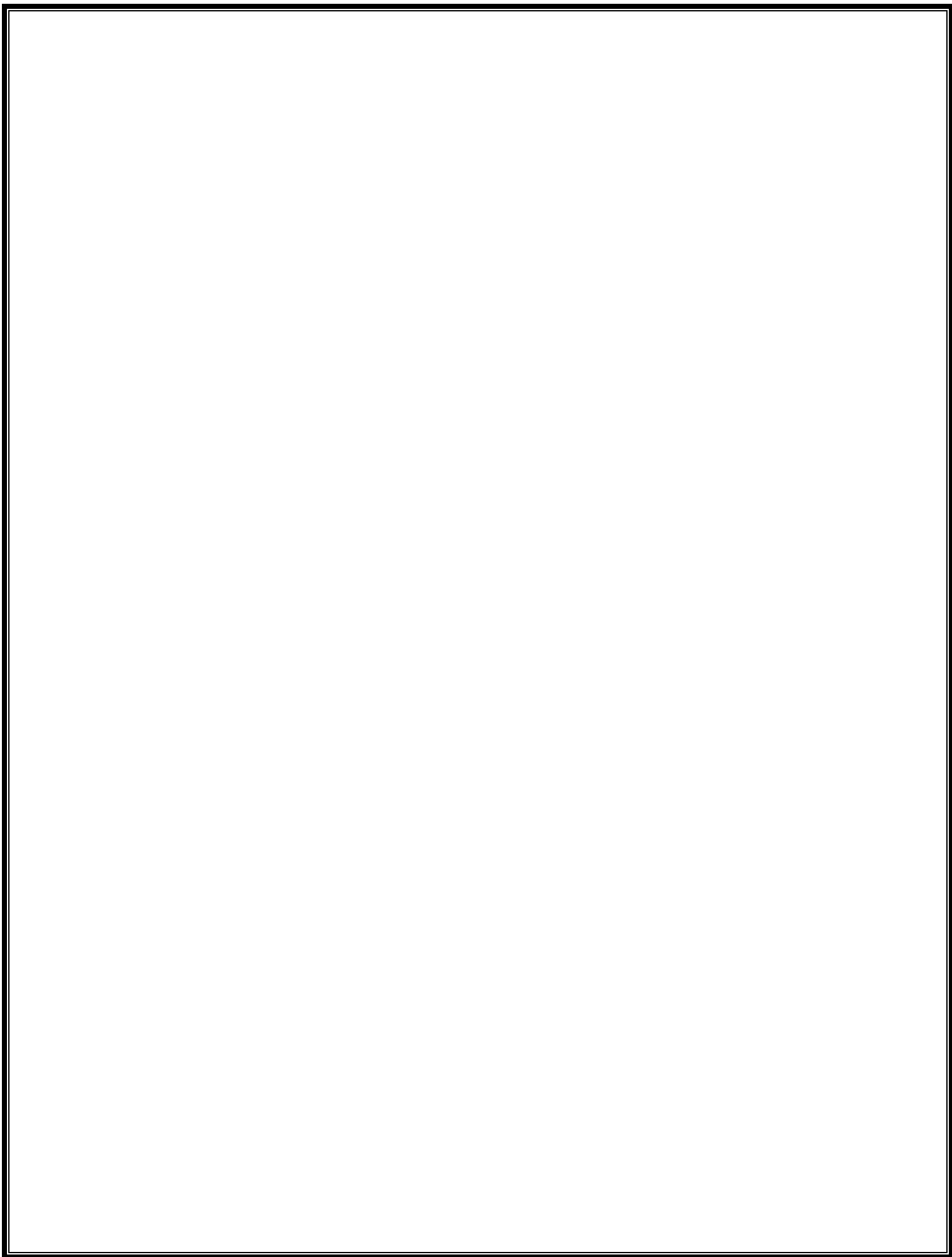
**DH News Service**

Publication	The Economic Times
Date	23 <sup>rd</sup> February 2011
Headline	MTS offers discounts on online recharge

## ■ MTS Offers Discounts on Online Recharge



**NEW DELHI** Sistema Shyam TeleServices Ltd (SSTL), which operates under the brand name MTS, on Tuesday launched deals and discounts on online recharge on a variety of products and services ranging from consumer electronics, travel packages, beauty services, restaurants to apparels and accessories – PTI



Publication	The Economic Times
Date	25 <sup>th</sup> February 2011
Headline	SSTL gets FIPB nod for NLD licences

## SSTL gets FIPB nod for NLD licences

**OUR BUREAU**  
NEW DELHI

The Foreign Investment Promotion Board (FIPB) has approved Sistema Shyam TelcServices Ltd's application for offering national and international long distance services in India. The FIPB, in a meeting held on February 15, approved SSTL's proposal to amend the foreign collaboration approval on account of addition-

al activities proposed, according to an official statement.

SSTL is a joint venture between Russia's Sistema and Shyam Group of India. Sistema holds majority share (74%) in the JV, while Shyam Group holds a 23.5% stake and rest 2.5% is with public. When contacted, SSTL spokesperson said: "To remain competitive in the market in terms of car-

riage cost and to also offer a world class service to its customers, acquiring a National Long Distance (NLD) licence for a pan-India telecom company like SSTL assumes a lot of significance."