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Headline	Shankar Bali

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Chief Operating Officer, Delhi NCR and Haryana Circles, SSTL

A little over two years old in the telecom industry and Sistema Shyam TeleServices Limited (SSTL) has already cornered 10.63 million users (as of April 2011). Shankar Bali, chief operating officer (COO) of the company's Delhi NCR and Haryana circles, however, believes that the best is yet to come.

"I recently joined SSTL and have been engaged in a high-energy challenge to ensure that SSTL becomes the market leader in the broadband wireless space in Delhi and Haryana," he says.

So, how does he intend to make SSTL stand apart from the clutter? "The telecom market is so fractured that innovation becomes imperative, especially for a new operator," he points out. "We constantly strive to innovate our offerings with the objective of becoming the customers' preferred operator. The opportunity clearly exists to create a value proposition for data customers as well as to identify gaps in voice offerings."

Bali brings to the table several years of experience in the telecom field. Before joining MTS, the SSTL brand, he worked in Colombo as CEO, Hutchison Telecom, Sri Lanka. He also spent several years with Vodafone Essar and MCI Worldcom.

A satisfying career graph gives him the confidence to tackle any surprises the sector may throw up. "I have reached where I would have liked to at this stage of my career. However, my future plans keep changing with the environment," he says.

Meanwhile, he has plenty of responsibilities to deal with. "As COO of the Delhi and Haryana circles, I am driving operations in both circles. I am responsible for establishing SSTL as the preferred brand for both voice and data through effective implementation of our business strategies in all business functions."

Commenting on telecom trends, he says, "Accessing the internet on the go is the clear future trend in the metros, while wireless broadband access on widescreen devices holds potential in rural areas." He adds that the social networking phenomenon is driving the demand for smartphones. "This generation wants easy-to-use smartphones with rich communication and multimedia features that allow them to stay connected through social networking sites, instant messaging services and email. This is a data-led generation as compared to the older generation, which was voice led. This has opened up the market and increased penetration as well as awareness for data users. It will show growth on the same pattern as it did for voice."

Bali is an avid reader. "I have just completed William Dalrymple's *Nine Lives*," he says. "I am also very fond of scuba diving and playing golf." ▲



Publication	The Statesman
Date	26 th June 2011
Headline	MTS partners with IUPEN

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NEW DELHI, 25 JUNE: Telecom service provider Sistema Shyam TeleServices Ltd (SSTL) that nationally provides services under the brand MTS, has partnered with India Unite to End Polio Now (IUEPN) campaign supported by UNICEF, for polio eradication awareness campaign using innovative Out of Home media to spread the message.

The campaign will utilise space on public transport buses, including HOHO bus in Delhi (capital's first 'Hop-on, Hop-off' bus service), for spreading awareness messages on polio eradication. The specially branded HOHO buses with messaging on polio awareness was flagged off from Qutub Minar, here today.

Besides Delhi, similar campaigns on the mass transport buses was also started in Mumbai and Kolkata. As communication partners for the programme, MTS will also be sending SMSs to all its subscribers and customers creating awareness for polio eradication and notifying them about Polio Rounds on 26 June. The SMS would read: *June 26 ko apne bachche ka jeevan polio se surakshit banaaye. Har baar Polio ki khuraq pilaaye.* According to Shankar Bali, chief operating officer, Delhi NCR & Haryana Circles, MTS India, "We at MTS believe in growing our business in a socially responsible manner. Our partnership with IUEPN to create awareness for polio eradication is a part of the same endeavour. As communications partner for the programme, our plan is to use the power of mobile technology to reach out to the maximum number of people and get them involved in the polio eradication programme," said Mr Bali. **sns**

Publication	The Hindu
Date	30 th June 2011
Headline	Message on wheels

Message on wheels

Sistema Shyam TeleServices, which nationally provides telecom services under the brand MTS, has partnered with the India Unite to End Polio Now (IUEPN) campaign supported by UNICEF for a polio eradication awareness using innovative out-of-home media to spread the message. The campaign will utilise space on public transport buses, including HOHO buses in Delhi (the Capital's first 'Hop-on, Hop-off' bus service), for spreading awareness messages. The specially branded HOHO buses with polio awareness messages were flagged off from the Qutb Minar in New Delhi recently.

In addition to Delhi, a similar campaign on mass transport buses was also



started in Mumbai and Kolkata. As communication partners for the programme, MTS will also be sending SMSes to all its subscribers and customers, creating awareness for polio eradication and notifying them about polio rounds on June 26. Shan- kar Bali, Chief Operating

Officer, Delhi NCR and Haryana circles, MTS India, said, "As communications partner for the programme, our plan is to use the power of mobile technology to reach out to the maximum number of people and get them involved in the polio eradication programme."