

Publication	The Economic Times
Date	4 th March 2011
Headline	'Wireless to take net reach beyond 10% in 4 yrs'

➤ 'Wireless to Take Net Reach Beyond 10% in 4 yrs'

Number of broadband connections to rise to 160 million by 2014, of which wireless broadband will have a share of 60 million

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Internet penetration in India will cross 10% in four years from the present 7% because of growth seen in the wireless services segment, said Sistema Shyam Teleservices (SSTL) chief strategy officer Cheenu Sheshadri. He added that broadband penetration is much lower than developed countries.

He attributed high rural population, low penetration of PCs and lack of service in vernacular languages as major deterrents in the growth of the internet in India. "The regulatory climate in India is not conducive for the spread of wireline network in rural areas. There is absolutely no incentive for private players to invest in the rural market. As a result, the share of wireline penetration is at 3% of the total penetration and is declining. In India wireless is the route to the growth of internet and

broadband," he said.

According to the national broadband plan, the number of broadband connections will rise from the current level of 10.3 million to 160 million by 2014, of which wireless broadband will have a share of 60 million.

SSTL forayed into the Indian market in November 2009 and invested \$2.2 billion in setting up infrastructure for voice and data-based telecom services. It plans to invest \$100 crore in Gujarat.

After launching CDMA-based telecom services in Gujarat three months ago, it has now come out with offerings in the high-speed broadband service Mblaze in the state. The company markets its products under the brand name of MTS. Ahmedabad, Baroda, Rajkot, Surat, Gandhinagar, Bhavnagar, Jamnagar, Kodinar and Veraval have been covered in the first phase.

"Till now we were only into the voice segment in the state. The entire revenue was from this segment. However,

with rollout of data services, we expect the share of data segment to rise to 25% by December 2011. We have a network of 8,500 retail outlets and 15 company flagship stores across the nine cities," said Navid Rasheed, CEO of Gujarat circle of SSTL.

Nationally, voice segment contributes 74% to the company's revenue while the rest is contributed by the data segment. SSTL has presence in 130 towns including 75 of the 100 top cities and plans to raise it to 86 in few months.

With high rate of industrial investment, urbanisation and migration from other states, SSTL considers Gujarat circle as one of the major circles to contribute to its revenue. "Better speed and better customer care are our USP that will give us an edge over our competitors. We have various packages suited to the needs of different category of users. We also come out with special packages regularly," added Rashid.



The company feels that the focus of the customers will be on quality of services rather than cost in the wireless broadband service. So, the possibility of a price war is less here. "So far, there is no price war even in 3G service as

companies have made huge investments in spectrum and more will go in setting up infrastructure. In wireless broadband, we do not see a price war, but if it happens, we will go with the best offerings," said Sheshadri.

Publication	Business Standard
Date	4 th March 2011
Headline	Launch of MBlaze services (Photograph with caption)



(left) Cheenu Seshadri, chief strategy officer and Navid Rashid, chief operating officer, Gujarat circle, Sistema Shyam TeleServices Limited (SSTL) at the launch of its high-speed mobile broadband service MBlaze in Gujarat

PHOTO: YASIN D

Publication	DNA Money
Date	4 th March 2011
Headline	'Internet penetration to reach double digit in 3yrs'

'Internet penetration to reach double digit in 3 yrs'

Internet will remain urban phenomenon in near future, says CSO of Sistema Shyam Teleservices

DNA Money Correspondent

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Today, the internet penetration in India is at 7%, but broadband penetration is merely 1%. Right from the beginning, internet has remained an urban phenomenon and so its penetration has remained very low, said chief strategy officer, Sistema Shyam Teleservices, Cheenu Seshadri.

The penetration is expected to grow from 7% to 10% in next three years, he said. "In US, internet penetration is 70% and broadband penetration is also equivalent. So, still there is huge scope for internet penetration in India where it is merely 7%. But, growth could be at a lower pace. In next three years, I am expecting that internet

penetration will increase to double digit," he said. Seshadri was in the city to launch high-speed mobile broadband service in Gujarat. Sistema Shyam Teleservices operates voice and data services under MTS brand.

According to Seshadri, India has been left behind in the internet connectivity race because of three reasons. "Language is big barrier. In rural areas, people are not verse with English and so they are not accessing internet. Secondly, computer penetration is also very less. For internet, one needs computer and number of computers in India is very less," he said.

Giving out third reason, he said that even today, India has wireline or fixed line connectivity. "In US, almost 100% of internet is accessed wireless

but in India, wireline penetration is 3%. Though it is declining every month, Indians still want to access internet through fixed line which can't give higher speed," he said.

Right now, the telecom operators are launching high speed internet or broadband connection on 3G platform. "Even though, it will not increase internet penetration much in the India," he said.

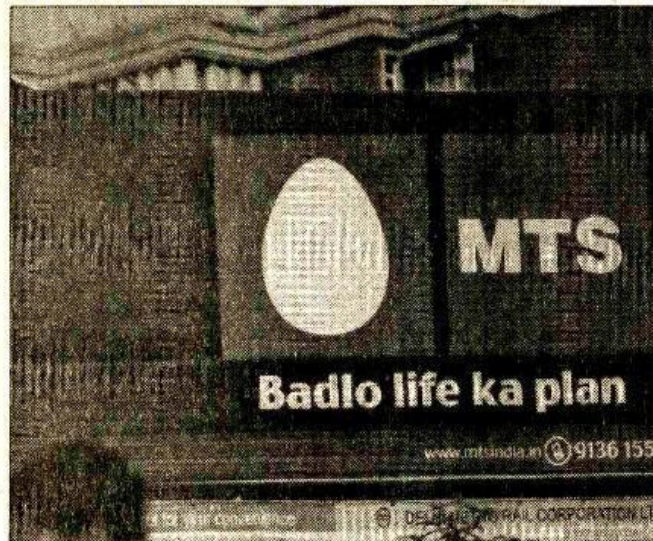
In Gujarat, company has rolled out its mobile internet services in Ahmedabad, Vadodara, Rajkot, Surat, Gandhinagar, Bhavnagar, Jamnagar, Kodinar and Verawal.

"In Gujarat we have earmarked Rs100 crore to roll out our voice and high-speed data services across the state," said Seshadri.



Publication	Financial Chronicle
Date	4 th March 2011
Headline	MTS to invest Rs 100 cr

SMARTMOVES



Bloomberg

MTS to invest Rs 100 cr

Sistema Shyam TeleServices has announced the launch of its high-speed mobile broadband service MBlaze in Gujarat.

Publication	Divya Bhaskar
Date	4 th March 2011
Headline	MTS launches mobile broadband services in Gujarat

એમટીએસે ગુજરાતમાં મોબાઇલ બ્રોડબેન્ડ સેવા લોન્ચ કરી
અમદાવાદ :ટેલિકોમ સર્વિસ પૂરી પાડતી કંપની સિસ્ટેમા શ્યામ ટેલિસર્વિસીઝ લિમિટેડ(એસએસટીએલ) ગુજરાત ખાતે તેની મોબાઇલ બ્રોડબેન્ડ સેવા 'એમબ્લેઝ' લોન્ચ કરી હતી. કંપનીએ અમદાવાદ, બરોડા, રાજકોટ, સુરત, ગાંધીનગર, ભાવનગર,

જામનગર, કોડીનાર અને વેરાવળ ખાતે તેની મોબાઇલ ઇન્ટરનેટ સેવા શરૂ કરી હતી. સિસ્ટેમા શ્યામ ટેલિસર્વિસીઝ ચીફ સ્ટ્રેટેજી ઓફિસર ચીનું શેષાદ્રીના જણાવ્યા અનુસાર કંપની હાલ ભારતમાં તેનું વિસ્તરણ કરી રહી છે અને કંપની માટે ગુજરાત પ્રમુખ માર્કેટ છે. કંપની ગુજરાતમાં વોઇસ અને ડેટા સર્વિસ પૂરી પાડવા માટે અહીં રૂ. ૧૦૦

કરોડનું રોકાણ કરશે. કંપની હાલ ભારતનાં ૧૩૦ જેટલાં શહેરોમાં તેની હાઇસ્પીડ મોબાઇલ બ્રોડબેન્ડ સેવા 'એમબ્લેઝ' પૂરી પાડે છે.