

Publication	The Economic Times
Date	26 <sup>th</sup> December 2011
Headline	Imran Khan to endorse MTS in Rs10 crore deal

## Imran Khan to Endorse MTS in ₹10-Crore Deal

**RATNA BHUSHAN & GULVEEN AULAKH**  
NEW DELHI

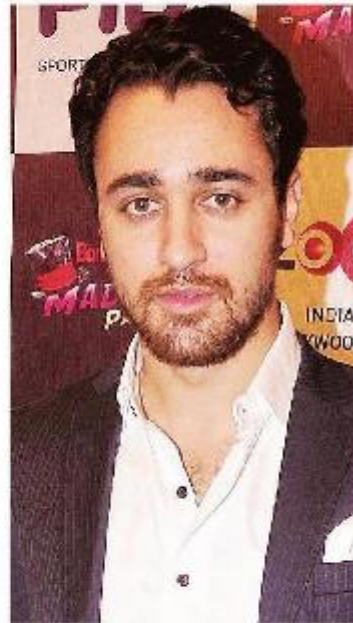
Telecom service provider MTS India has roped in Bollywood actor Imran Khan as its brand ambassador for two years. The ₹10-crore deal makes the Delhi Belly star the latest one to join a long list of celebrities, including Shah Rukh Khan, Abhishek Bachchan and MS Dhoni, endorsing telecom service companies. While it's the first time that Sistema Shyam TeleServices' brand has taken the celebrity plunge, Imran already endorses Coke and Levi's jeans.

However, MTS India spokesman and celebrity management firm Kwan Entertainment, which doesn't manage Khan but helped him in striking this deal, declined to comment.

"Imran will promote MTS through mass media, online and below-the-line promotional activities. He will also be part of Red Energy, a youth-centric online activity for the brand," an official directly involved with the developments said.

While the 2G scam has not deterred telecom firms from wooing celebrity endorsers, it has impacted their ad spends. Eight of the country's top 10 TV advertisers during January-September this year were consumer goods makers. Idea Cellular was the only telecom firm in the ranking, according to the media research firm TAM.

The telecom sector has been facing tough times with raging controversy on 2G spectrum allocation, rock-bottom tariffs,



**Imran Khan**

sliding average revenue per user, thinning margins and falling profits. High interest costs, banks shying away from lending

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and 3G roaming agreements being disputed by the government add to the sector's problems. Approval and introduction of the new telecom policy that would have allowed liberal merger and acquisition norms and helped in consolidation of the sector, has been pushed back by nearly half a year. This may further add to telcos' woes.

Publication	Financial Chronicle
Date	27 <sup>th</sup> December 2011
Headline	MTS signs up Imran Khan as brand ambassador

## MTS signs up Imran Khan as brand ambassador

KUMAR SHANKAR ROY

*New Delhi*

LIKE its larger peers Vodafone, Idea Cellular and Bharti Airtel, Sistema Shyam TeleServices Limited (SSTL) that operates its telecom services under the MTS brand, has signed up Bollywood star Imran Khan as its brand ambassador. The company will fork out Rs 15 crore over three years.

Said Imran Khan, "What drew me towards a global brand like MTS was its energy and its desire to connect and engage with people specially the youth. Given the times we live in, a national telecom operator like MTS is also a big unifier, connecting the nook and corners of our country."

In addition to MTS, Imran also endorses a global cola brand and world's leading denim brand. Leonid Musatov, chief marketing and sales officer, MTS India said, "Brand MTS is all about experimenting and doing things differently. When we cross-mapped these attributes, Imran came across as a clear choice." Millward Brown has ranked MTS amongst 100 most valuable brands globally.

Publication	The Hindu Business Line
Date	28 <sup>th</sup> December 2011
Headline	Imran Khan to endorse MTS brand

## **Imran Khan to endorse MTS brand**

*New Delhi, Dec. 27*

**S**istema Shyam TeleServices Ltd (SSTL) which nationally operates its telecom services under the MTS brand, announced the signing up of actor Imran Khan as its brand ambassador. As part of the multi-year contract, he will play an integral part across all MTS' forthcoming campaigns. MTS with its focus on data market plans to leverage Mr Khan's association through mass media, online space and a range of on ground initiatives across all its key markets. — **Our Bureau**

Publication	Echo of India
Date	30 <sup>th</sup> December 2011
Headline	MTS announces 'New Year Bonanza' for Bengal customers

MTS announces  
'New Year  
Bonanza' for  
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KOLKATA, DEC 29/—/ Sistema Shyam TeleServices Ltd (SSTL) that nationally operates its telecom services under the MTS brand with over 15 million wireless customers today announced 'New Year Bonanza' an innovative proposition for its existing prepaid voice customers in West Bengal circle. MTS customers across the circle stand a chance to win a range of exciting prizes including LCD TVs, smartphones, handsets and movie tickets by recharging with Rs 50 and above.

According to Keshhav Tiwary, chief operating officer, Kolkata & West Bengal circle, "We at MTS believe in offering innovative and value-enhancing propositions to delight and reward our customers. New Year Bonanza is one such innovative initiative taken for our esteemed voice customers of West Bengal region. I am sure that our customers would enjoy the opportunity of winning exciting prizes in the New Year by participating in this initiative".

To be a part of this initiative, existing MTS voice customers need to recharge with Rs 50 or above. The entries of the contest will be open till January 15 2012. The winners of LCD TVs will be announced weekly, while winners of the smartphones, handsets and movie tickets will be announced daily through lucky draw. (EOIC)