

Publication	Afaqs Reporter
Date	16 th – 31 st December 2011
Headline	Anywhere Access

MTS

Anywhere Access

The giant dongles placed at two key petrol pumps in Gurgaon drive home MTS' focus on data services.

By Jhumur Nandi

MTS, the telco promoted by Russia's Sistema and Shyam telecom, has positioned itself as a company focussed on data services. In line with that strategy, the company has been busy promoting its wireless, remote internet access dongles. As part of a marketing push in NCR, MTS has christened Gurgaon the 'Dongle City'. The company has put up 20-foot dongle-shaped cut-outs at two key petrol pumps at Cyber Greens and Nathurpur in Gurgaon. The giant dongles promote MBlaze,

the high speed data card offering of the company.

"The idea behind the dongle innovation is that MTS gives the freedom and control over one's life, and better access to information around the world," says Shankar Bali, chief operating officer, Delhi and Haryana circles, MTS India.

The 20-foot structure of the



Bali: data driven.



MBLaze dongles has been created using special design materials. The LED powered structure is illuminated at night for greater effect. Talking about the concept, Bali says, "We wanted to showcase our high-speed data card MBlaze,

in an innovative manner that resonates in the consumer's mind, and creates a strong brand recall. Given that consumers today look past the traditional advertising, we wanted to come up with an eye-catching innovation." The campaign was executed by Apex Integrated Marketing. ■

jhumur.nandi@afaqs.com

Publication	Tele.Net
Date	December 2011
Headline	Harpreet Singh Syali

Harpreet Singh Syali

Head, Enterprise Business, Sistema Shyam TeleServices Limited

For Harpreet Singh Syali, 24 hours in a day are not enough. He wishes each day he had an extra hour that would enable him to achieve all that he aspires for. "How do I get the 25th hour?" he asks, "Time management is a skill I am yet to perfect."

Syali, who is at present the head of Sistema Shyam TeleServices Limited's (SSTL) enterprise business, brings to the job over 21 years of experience spanning multiple industries. "From paints to lifestyle products to telecom is the best way to sum up my career graph," he says. He started his career in the consumer products industry with companies like ICI, Bausch & Lomb. Thereafter, he worked with Sify, Hutchison and Bharti Airtel.

He says his journey so far has been an exciting one. "The exposure has been fulfilling and a great learning experience. Working in the business-to-business (B2B) domain fascinated me the most. My challenges included building a rapport at the right levels and providing the customer with a quick response. This is important given that we live in an age where patience levels are reducing fast."

At SSTL, he has had to contend with a different set of challenges. "A major task is to establish a world-class B2B practice in the company. Nearly every telecom company is focused on building its retail business. Therefore, identifying the right consumer segments and developing a strategy that hinges on offering the appropriate products and services are the key to success," he says.

Syali is excited about his current assignment. "Having worked for leading telecom operators for so long, I felt it was time to revive my entrepreneurial skills. SSTL provided that opportunity. Its sensible business strategy encouraged me to take up the job."

As head of SSTL's enterprise business, Syali is responsible for setting up an efficient B2B practice for the organisation. "Our B2B practice should be able to tap the growing potential of the business segment. My task is to provide a variety of services for this segment in a manner that ensures our products offer the best value proposition to the discerning customer."

Syali seems geared up to meet the requirements of the business segment. Despite the day not having 25 hours, he tries to find spare time. "I miss the days when I could curl up with a good book and lose myself in it," he rues. He has been a long-time fan of P.G. Wodehouse, Robert Ludlum, Jeffrey Archer and Sir Arthur Conan Doyle. However, between work and family matters, Syali says he is lucky if he gets the time to play a round of golf now and then, and just about manage to maintain his handicap of 14. "A holiday in the hills with my family also recharges my batteries, and ensures I return firing on all cylinders," says Syali. ▲



Publication	Hindustan Times
Date	4 th January 2012
Headline	MTS announces names of winners

MTS announces names of winners
Sistema Shyam Teleservices Limited, the national operator under MTS, felicitated the winners of its 'Recharge and Win' contest on Tuesday. More than 3-lakh MTS customers had participated in the contest. Ashish Kumar Jha from Araria won a camera under the contest.
HT NEWSROOM

Publication	The Hindu Business Line
Date	6 th January 2012
Headline	Sistema puts off IPO proposal

Sistema puts off IPO proposal

Uncertain policy environment, lacklustre markets prompt decision

Press Trust of India

New Delhi, Jan. 5

Volatile market conditions and uncertain regulatory framework in the telecom sector has forced new telecom operator, Sistema Shyam, to postpone its proposal to enter the capital market through an IPO, but would consider the plan after the new telecom policy is announced.

"Given the present regulatory environment and unproductive market conditions, especially in the telecom sector, known to everyone, an IPO might not result in good valuations. One is looking forward to introduction of the new telecom policy which should in turn enable liberal merger and acquisition norms," Sistema Shyam Teleservices (SSTL) President and CEO, Mr Vsevolod Rozanov, said.

Such policy issues would go a long way in consolidation of the sector and thereby improve the operating environment for the entire telecom industry, he said.

SSTL offers mobile services under MTS brand and claims to be one of the fastest grow-



Awaiting new telecom policy: Mr Vsevolod Rozanov, President and CEO of Sistema Shyam Teleservices Ltd (SSTL) at a press conference in New Delhi. (file photo)

ing telecom companies in India in the telecom space.

The current economic environment has dampened the spirit of unlocking value of a range of infrastructure companies. The impact is felt even more so within the telecom sector given the range of issues being faced by the sector, he added.

changes and change operator outside their circle while retaining the same number.

Declaring an agenda of 'One Nation-One Licence' across services, the NTP endeavours to create an investor-friendly environment by attracting additional investments in the sector, which has been marred by controversies relating to 2G scam in the recent past.

SSTL has invested over \$2.5 billion in India, focusing on its data centric and voice-enabled strategy.

The company nationally provides telecom services to over 15 million wireless subscribers, including more than 1,200,000 high speed mobile broadband customers in over 200 cities across the country.

The company is a joint venture, involving equity participation by Russia-based Sistema, the Russian Government and the Shyam Group of India.

The Russian Government holds a 17.14 per cent stake in the company. Sistema is the majority shareholder with a 56.68 per cent stake, Shyam Group holding a 23.98 per cent stake and others 2.2 per cent.

Industry observers believe that such sentiments are a reflection of the current mood in the telecom industry.

In October last year, the Telecom Minister Mr Kapil Sibal had unveiled draft National Telecom Policy 2011 that paves the way for mobile telephone users to make calls without paying roaming

Publication	Financial Chronicle
Date	6 th January 2012
Headline	Sistema puts off IPO proposal

Sistema puts off India IPO plan

PRESS TRUST OF INDIA

New Delhi

VOLATILE market conditions and uncertain regulatory framework in the telecom sector has forced new telecom operator Sistema-Shyam to postpone its proposal to enter the capital market through an IPO, but would consider the plan after the new telecom poli-

cy is announced.

"Given the present regulatory environment and unproductive market conditions, especially in the telecom sector, known to everyone, an IPO might not result in good valuations... One is looking forward to introduction of the new telecom policy which should in turn enable liberal merger and acquisition

norms," Sistema-Shyam Teleservices (SSTL) president and CEO Vsevolod Rozanov said.

Such policy issues would go a long way in consolidation of the sector and thereby improve the operating environment for the entire telecom industry, he said.

SSTL offers mobile services under MTS brand and claims to be one of the

fastest growing telecom companies in India in the telecom space.

The present economic environment has dampened the spirit of unlocking value of a range of infrastructure companies. The impact is felt even more so within the telecom sector given the range of issues being faced by the sector, he added.

Publication	Mint
Date	6 th January 2012
Headline	Sistema- Shyam postpones IPO plans

MARKETS

Sistema-Shyam postpones IPO plans

New Delhi: Volatile market conditions and uncertain regulatory framework in the telecom sector has forced new telecom operator Sistema-Shyam to postpone its proposal to enter the capital market through an initial public offering (IPO), but would consider the plan after the new telecom policy is announced.

"Given the present regulatory environment and unproductive market conditions, especially in the telecom sector, an IPO might not result in good valuations... One is looking forward to the introduction of the new telecom policy which should in turn enable liberal merger and acquisition norms," Sistema-Shyam Teleservices (SSTL) president and CEO Vsevolod Rozanov said. **PTI**

Publication	The Economic Times
Date	6 th January 2012
Headline	Sistema holds back IPO, to wait for new telecom policy

■ **Sistema Holds Back IPO, to Wait for New Telecom Policy**

NEW DELHI Volatile market conditions and uncertain regulatory framework in the telecom sector has forced new telecom operator Sistema-Shyam to postpone its proposal to enter the capital market via an IPO, but would consider the plan after the new telecom policy is announced. Such policy issues will go a long way in consolidation of the sector and improve the operating environment for the entire industry, said SSSL's CEO Vsevolod Rozanov.