



MTS initiates Online Reverse Auction in its procurement process

- Online Bidding open on Wipro's portal

Delhi, December 15, 2009: MTS, the mobile telephony services brand of Sistema Shyam Teleservices Ltd has introduced a new e-procurement process for its commercial and purchase initiatives. The completion of the successful implementation of the project took place at the MTS Corporate office in Gurgaon and as a pilot run, procurement for Mumbai & Rest of Maharastra was accomplished through this portal. The negotiation strategy involves an online platform from Wipro , where potential vendors can offer to sell their services by quoting prices based on per unit price for each unit. To start with, the items that will be negotiated will be Posters, Leaflet folders, Leaflets, Danglers and Buntings. The contract period is for six months only. The portal uses the reverse auction principle to select potential vendors for commercial engagements with MTS.

Commenting on this initiative, **Mr. Sergey Savchenko, Chief Financial Officer SSTL** said, "With this initiative, we are trying to incorporate transparency as an integral part of our Indian operations. We understand that to achieve the dual objective of cost optimization and best-in-class services quality from potential vendors and business partners, we must have a very simplified and effective e-solution process installed which will eventually result in a win-win scenario for external parties concerned in business transactions with us. Progressively, this initiative will be extended to cover maximum purchases from our organization".

MTS is the mobile telephony services brand of Sistema Shyam Teleservices Ltd and is well recognized in India and worldwide for its commitment to high quality and innovative solutions. In a short span of time,

MTS has secured close to 3 million subscribers in the telecom circles of Kolkata, West Bengal, Rajasthan, Tamil Nadu, Kerala, Bihar, Jharkhand, Delhi and Karnataka. MTS has more than 100 million subscribers all over the world. Off late, MTS has also launched its new and innovative **M Blaze** data service with free use of few select websites across India.

About Sistema Shyam TeleServices Limited (operating under the MTS brand)

Sistema Shyam TeleServices (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority share holder in this joint venture with a 74% equity stake, along with the Shyam Group holding a 23.5% stake and the remaining 2.5% being publically held. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country.

MTS is a globally acclaimed telecom brand, the 8th largest telecom brand in the world. MTS has recently been ranked by Millward Brown as 71st out of the top 100 brands in the world.

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