



Press Release

For Immediate Release

# MTS launches Smart Phones

**Introduces Buzz, Alive & Ivory with smart voice and internet applications for the young pros, offers 20GB free for first two months**

**Gurgaon, 06 September 2010:** MTS, the mobile telephony services brand of Sistema Shyam TeleServices Limited (SSTL) today launched the elegant range of internet enabled smart phones for the trendy and technology oriented new generation mobile subscribers, especially the college going and young professionals. Enabled with state-of-the-art futuristic CDMA2000 technology platform, the range of **Buzz, Alive & Ivory** lifestyle phones support high quality voice and net enabled data services with best of tariff plans.

Sporting stylish designs, the range provides direct access to as much as 15 social networking sites including facebook, twitter, windows live messenger, yahoo and Google search to its subscribers. These smart life style devices offer fast internet connectivity with speeds up to 3.1 Mbps in ideal conditions. MTS so far has been offering similar speeds on the data cards and with the launch of these smart phones, MTS now has extend the high speed mobile broadband connectivity to the smart phones also. **MTS will provide 20 GB free for first two months for every subscriber of these devices, as an inaugural offer.**

**Speaking on the occasion, Mr. Vsevolod Rozanov, President & CEO, SSTL said,** "MTS Smart Phones are among the most competitive and fully loaded devices which will set a benchmark in the industry with the 3G capabilities. I am confident that MTS smart phones will take smart phone services in India to a new level ensuring further expansion of our subscribers in India".

All MTS Smart Phones are available with bundled offers aimed at providing complete package to its customers. These Smart phones have been designed to suit the young and net savvy professional's requirements through a wide variety of offerings at a highly competitive prices ranging from Rs 4,999/-.

**Mr. Leonid Musatov, Chief Marketing Officer, SSTL said,** "The MTS Smart Phones will change the way life style mobile devices are being used by the young and upwardly mobile professionals in India. Instant Messengers, social networking and MTS TV applications in these smart phones will take the subscribers to a new era of mobile broadband experience. I am positive that MTS customers will enjoy these affordable smart phones and appreciate the new bundled voice and data tariff plans.

MTS will be offering all its smart phone consumers, limited and unlimited tariff plans ranging from Rs.192/- to Rs.1099/- keeping in the mind the usage patterns of subscribers from low, medium to heavy. MTS-Buzz offers free usage for both voice and data services worth Rs.1795/- with life time validity, whereas Alive and Ivory also offer the free usage of voice and data worth Rs.2295/- with life time validity. Standard tariff of 1p/second is applicable to all smart phones for all local & STD calls and Rs 2/MB base tariff for data usage. **MTS-Ivory will also offer mobile TV experience with free subscription for two months as per offered tariff plans.**

**MTS-Ivory**, the sleek life style phone has broadband internet access with speeds up to 3.1Mbps. The Ivory can access MTS TV featuring up to 60 channels, and has a 3.2" WQVGA full touch screen for enhanced mobile TV experience. Ivory also features Microsoft exchange push mail access to Facebook, Twitter, Orkut, MSN, Yahoo Messenger, GTlak, Picasa, Crininfo and many more. It is also Wi-Fi enabled with 2 MP camera, Bluetooth and expandable memory up to 4GB.

**MTS-Buzz** is stylishly designed dual mode (CDMA/GSM) messaging and social networking optimized handset. It is an ultra slim QWERTY phone with a unique tattoo for youthful and elegant appearance. The social networking sites like Facebook, Twitter, windows live messenger can be experienced through the large 2.4" screen. It also facilities Internet surfing with Yahoo and Google. It has a stereo FM Radio with MP3 player, a 1.3MP camera and expandable memory up to 4GB. Buzz is available in white and black colours.

**MTS-Alive** is the most affordable and 3G-CDMA touch screen phone in the market with Hi-Speed Access to over 15 social Networking, entertainment and information sites like Facebook, Twitter, Orkut, MSN, yahoo messenger, G-Talk, Cric Info, Weather updates, Picasa, News. It also has an in-built Opera Mini Browser, Expandable memory up to 8GB, Multi-Format Music Player, 1.3 MP Camera with Video Recording and Bluetooth with A2DP for wireless Stereo Music Streaming.

#### **About Sistema Shyam TeleServices Ltd.**

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture with a 74% equity stake; the Shyam Group holds a 23.5% stake and the remaining 2.5% is publicly held. SSTL has been allocated spectrum to provide mobile telephony services in all the 22 circles across the country.

MTS is well recognized in India and worldwide for its commitment to high quality and innovative telecom solutions. MTS has recently been ranked by Millward Brown as 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured 6 million subscribers in the telecom circles of Kolkata, West Bengal &

Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana, Karnataka and Andhra Pradesh. MBlaze, the data service of MTS, offered in 84 towns of India, has over 2 lakh subscribers so far since its launch in November 2010. MTS has more than 100 million subscribers across the world.

For more information visit: <http://www.mtsindia.in>

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