



МТС оператор связи



News-Release

MTS offers ISD calls to Russia at just Rs.4.99 per minute!

MTS to provide low-cost calls between subscribers in India and Russia

August 10, 2009

Gurgaon, India – Indian operator Sistema Shyam TeleServices and Mobile TeleSystems OJSC (“MTS” - NYSE: MBT), the largest mobile operator in Russia and CIS countries, have announced a partnership to offer a unique customer proposition which allows subscribers to save considerably on the calls between the operators’ networks in India and Russia.

MTS-India has introduced for its customers an opportunity to get upto 50% lesser call charges as compared to some of the other operators, for calls being made from their network in India to mobile phones of “MTS Russia”, when subscribing to the special service. At the same time, MTS Russia subscribers can now make calls to India with up to 85% discount from the regular price.

“India and Russia have agreed to increase their bilateral trade to \$10bn by 2010 from this year’s expected level of \$7bn. In order to increase mutual interest between Indian and Russian corporate giants, Indian business leaders should frequently reach out directly to the 89 Russian regions while Russian joint ventures must directly deal with Indian states. Mobile communications is an essential element of this process of integration and business efficiency between India and Russia. We hope that cooperation between MTS and Sistema Shyam TeleServices Ltd will help strengthen this partnership. As a result of this partnership, the cost of making calls to “MTS Russia” network for ‘MTS India’ subscribers is reduced to just Rs.4.99 per minute, which is the best price till date in India for making calls to Russia”, noted Leonid Musatov, Chief Marketing Officer, Sistema Shyam TeleServices, India.

"The partnership between MTS and Sistema Shyam TeleServices opens new opportunities for Indo-Russian business relations, which is especially important as the year 2009 was declared as the ‘Year of India’ by the government of Russia. In particular, Russian businessmen are getting a great opportunity for affordable communication with their business partners in major Indian administrative and business centers for a great price – at a cost equivalent of making long distance calls within Russia", said Mikhail Gerchuk, Vice- President for Commercial Affairs of Russia-based MTS.

With inclusion of Sistema Shyam TeleServices in the list of operators who get special discounted call on their networks when subscribing to MTS service, MTS Russia has added India among its “Native Countries”. This partnership will allow the “MTS Russia” subscribers to not only make call to CIS countries, where MTS subsidiaries operate, but also to India, for the price of inter-call for Russia¹.

It will be highly beneficial for inbound and outbound travelers as well as families with relatives and friends in any of these countries. Statistics show more than 50 thousand Indian citizens have visited Russia last year and for 90% of these trips the purpose was study or business. At the same time more than 75 thousand Russians came to India in 2007. Just for one year the number of such visitors grew by 21.4%. And 41.3% of them called as purpose of their visit development of business relations with Indian companies.

For further information, please contact:

Sistema Shyam TeleServices Ltd

¹ According to a subscriber’s tariff.



Ms. Shalini Vig Wadhwa
Corporate Communications
Mobile: +91 9711209768
pr@mtsindia.in

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema (LSE: SSA) of Russia and Shyam Group of India. Sistema is the majority share holder in this joint venture with a 73.71% equity stake, along with the Shyam Group, holding a 23.79% stake and the rest 2.5% being public partake. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has a subscriber base of close to 100 million globally. It has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown.

Mobile TeleSystems OJSC ("MTS") is the largest mobile phone operator in Russia and the CIS. Together with its subsidiaries, the Company services over 95.03 million subscribers. The regions of Russia, as well as Armenia, Belarus, Turkmenistan, Ukraine, and Uzbekistan, in which MTS and its associates and subsidiaries are licensed to provide GSM services, have a total population of more than 230 million. Since June 2000, MTS' Level 3 ADRs have been listed on the New York Stock Exchange (ticker symbol MBT). Additional information about MTS can be found on MTS' website at www.mtsgsm.com.

Some of the information in this press release may contain projections or other forward-looking statements regarding future events or the future financial performance of MTS, as defined in the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995. You can identify forward looking statements by terms such as "expect," "believe," "anticipate," "estimate," "intend," "will," "could," "may" or "might," and the negative of such terms or other similar expressions. We wish to caution you that these statements are only predictions and that actual events or results may differ materially. We do not intend to update these statements to reflect events and circumstances occurring after the date hereof or to reflect the occurrence of unanticipated events. We refer you to the documents MTS files from time to time with the U.S. Securities and Exchange Commission, specifically the Company's most recent Form 20-F. These documents contain and identify important factors, including those contained in the section captioned "Risk Factors" that could cause the actual results to differ materially from those contained in our projections or forward-looking statements, including, among others, potential fluctuations in quarterly results, our competitive environment, dependence on new service development and tariff structures, rapid technological and market change, acquisition strategy, risks associated with telecommunications infrastructure, risks associated with operating in Russia and the CIS, volatility of stock price, financial risk management and future growth subject to risks.
