



Press Release

MTS Crosses The 5 lakh Customer Milestone in Bihar & Jharkhand

~Adds over 4.9 lakh voice and over 15,000 data customers in just 16 months~

- *Company on track with its investment plans of USD 180 million, earmarked to develop telecom infrastructure and services in Bihar and Jharkhand.*
- *MTS credited for establishing a network of 25000 retailers across 282 towns & over 25000 in the twin states.*
- *Company has also drawn plans to further expand its rural presence from 25,000 to 30,000 villages by Q1 2011. Additional plans also include expanding retail presence from 25,000 to 40,000 retail outlets by Q2 2011.*
- *Future plan include reaching 1 million voice and 30,000 customer milestone by Q2 2011.*
- *MTS is recognized to be the First Telecom Company in India to launch High Speed Mobile Broadband Services in the state of Jharkhand with speed up to 3.1 Mbps.*

Ranchi, October 28, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL), today announced it's achievement of crossing the **5 lakh** customer milestone in Bihar & Jharkhand. MTS has added over **4.9 lakh voice and over 15,000 data customers** in just 16 months. The company is on track with its investment plans of **USD 180 million**, earmarked to develop telecom infrastructure and services in Bihar and Jharkhand. Additionally MTS is also credited for establishing a network of **25000 retailers across 282 towns in the 2 states**.

Speaking on the achievement, M K Sachdeva, Chief Operating Officer, Bihar and Jharkhand Telecom circle, said, "We at MTS are extremely proud to have crossed the 5 lakh customer milestone in Bihar & Jharkhand. What is significant is that this milestone has been achieved in just 16 months, thanks to the acceptance of our voice and data service. Our future plan includes crossing the 1 million voice and 30,000 data customers by Q2 2011. Additionally we also are planning to expand the retail presence of MTS from 25,000 to 40,000 outlets by Q2 2011."

In addition to expansion of its retail footprint, MTS has also drawn plans to further expand its rural presence from **25,000 to 30,000 villages by Q1 2011**. The company since its launch in July 2009 has maintained a growth rate of 10 percent in Bihar & Jharkhand as compared to just 3 percent growth in the overall CDMA market. Incidentally, MTS is also recognised as the first telecom company to launch its High Speed Mobile broadband services in the state of Jharkhand with speed up to 3.1 Mbps.

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 over 7 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 2.5 lakh subscribers so far since its launch in November 2009. MTS has more than 100 million subscribers across the world.

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

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