



Press Release

For Immediate Release

## **MTS INAUGURATES ITS 100th BRANDED STORE IN GURGAON**

**Gurgaon, May 28, 2010:** MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd (SSTL) in Delhi and NCR telecom circle celebrated a milestone today by unveiling its 100th MTS Branded Retail store in Gurgaon. The store was inaugurated by Mr. Atul Joshi, Chief Sales Officer, SSTL and Mr. Sanjay Bahl, Chief Operating Officer, Delhi NCR & Haryana, SSTL. MTS now possesses an impressive chain of 450 Branded Retail Stores in India.

Located at Old Railway Road in Gurgaon, the store aims at catering to the needs of customers while enhancing convenience and making their experience with MTS enjoyable. Displaying rich world of Value Added Services, the store will allow customers to explore best-in class range of superior products and services of MTS.

Inaugurating the 100<sup>th</sup> mono-branded store in Gurgaon, **Mr. Atul Joshi, Chief Sales Officer, Sistema Shyam Teleservices Limited (SSTL)** said, "We are delighted to announce the launch of our MTS 100<sup>th</sup> Branded Retail Store in Gurgaon. We have always strived towards enhanced customer satisfaction. With the launch of this store, our services would be more accessible to our customers in Haryana. Offering a relaxing and interactive environment for customers, this store is aimed at inspiring and educating them on the benefits of MTS services. Spread over 150 sq feet, furnished with a sales desk and a help desk, it will staff 4 to 5 customer care executives".

**Mr. Sanjay Bahl, Chief Operating Officer, Delhi NCR & Haryana, Sistema Shyam Teleservices Limited (SSTL)** said "Inauguration of MTS 100<sup>th</sup> Branded Retail Store in Gurgaon is our sincere endeavor to empower more and more people to experience the benefits of our

entire range of superior products, services and VAS (value-added service) offerings. This new store is aimed at addressing the service needs of MTS customers”.

Catering to the world’s fastest growing-mobile market, MTS is expanding its presence across India by offering value-for-money tariff plans, quality service and investing significantly in network expansion. With the launch of MTS services in Andhra Pradesh and Maharashtra recently, MTS is now present in 12 telecom circles and aims to have a national footprint in all 22 telecom circles across India. In a very short time, MTS has already acquired a strong base of over 4.5 million subscribers in India.

Being the fastest growing data operator in India, MTS has also been a front runner in introducing world-class, cutting-edge technologies in India to enhance customer experience.

**About Sistema Shyam Teleservices Limited:**

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 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 4.5 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. MTS has more than 100 million subscribers all over the world.

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