



Press Release

MTS Partners With Reebok, Launches 'Speed Ka Double Dose' Initiative

On purchase of MBlaze, customers to get a free pair of Reebok shoes and data usage advantage of 1500 MB, all for just Rs 2999/-

Gurgaon, 23rd September 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Limited (SSTL) today announced its association with **Reebok** to offer a **FREE** pair of specially designed sport shoes on purchase of **MBlaze**. Additionally customers will also get data usage advantage of 1500 MB, all for just Rs 2999/-. The initiative is being rolled out in all **84 towns** under the MBlaze network across India.

With festive season round the corner, **Speed Ka Double Dose** has been specially designed to provide huge savings to the customers. On purchase of MBlaze, customers to get a pair of Reebok shoes worth Rs 3499/- and data usage of 1500 MB worth Rs 1188/-. **Instead of paying Rs 6986/- new MBlaze customers would be required to pay just Rs 2999/-**. The entire proposition thus provides a saving of more than 50%.

Sameera Reddy, Bollywood actor and **Yuvraj Singh, renowned cricketer** added a glamorous twist to the launch event of Speed Ka Double Dose.

According to Leonid Musatov, Chief Marketing Officer, SSTL, "MTS and Reebok are two like-minded entities sharing the same passion i.e. Speed. After arming our customers with lightening fast 3G speed with our flagship product MBlaze, MTS has now teamed up with Reebok this festive season to provide an ultra high-speed experience through the Speed Ka Double Dose initiative. I am confident that customers will find this proposition extremely unique and alluring."

Availing the Speed Ka Double Dose advantage

A customer just needs to pay Rs 2999/- and buy the MBlaze service through any MTS branded retail outlet. The customer would be given a scratch card with a unique code. The customer then needs to log on to www.mtsindia.in/MBlaze and key in the code along with personal details including his/her shoe size. After the successful submission and validation, Reebok will courier the free pair of shoes to the customer within 10 working days.

Speaking about the partnership **Sajid Shamim, Director – Sales & Marketing, Reebok India**, said, “We are glad to be associated with brand MTS, though we cater different business segment but we share the common USP offering best of speed. Be it fast internet connectivity by MTS or technology oriented sporty shoes by Reebok that enable athletes to train longer and faster, the common synergy reflects our commitment of speed and hence the association is a move to benefit the customers with single window for a double dose.”

According to Sameera, “Launch of Speed Ka Double Doze is truly in sync with the spirit of the MTS-Reebok alliance. I am really excited to use MBlaze and experience internet browsing at such a fast speed. I am sure it will give me the luxury of more time which is most sought after by Gen X.”

At the launch event Yuvraj said, “The alliance between MTS and Reebok truly represents the spirit of youth and their craving for speed. Propositions like any time internet from MTS, not only makes life for youth convenient but also more exciting and easy.”

More about MBlaze

MBlaze is a premium high speed internet service by MTS which offers internet access at a lightning speed of up to 3.1 Mbps. MBlaze offers mobile internet TV with an access to over 60 channels and an unlimited free access to websites like Yahoo, Wikipedia and MakeMyTrip. This high speed broadband data service is today available in 84 major cities across India on both prepaid and postpaid platforms. The circles under the MBlaze network include Kolkata, West Bengal & Sikkim, Rajasthan, Chennai & Tamil Nadu, Kerala, Bihar & Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR, Haryana and Karnataka. MTS has over 2 lakh satisfied data subscribers in the country within a short span of 11 months. With this offer MTS provides Differential Data Charging to MTS Data Customers.

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 2009. MTS has more than 100 million subscribers across the world.

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

Media contacts:

Reet Gwari
Sistema Shyam TeleServices Ltd.
M. 09136001495
reet.gwari@mtsindia.in

Sumit Singh Jamwal
Adfactors PR Pvt Ltd
M. 09810333116
sumit.jamwal@adfactorspr.com