



MTS Receives National Telecom Award for the 'Fastest Growing Data Operator'

New Delhi, 20 May, 2010: MTS, the mobile telephony brand of Sistema-Shyam Teleservices (SSTL) has been conferred National Telecom Award for being the fastest growing data operator in India. **Mr. Vsevolod Rozanov, CEO, Sistema Shyam TeleServices Ltd. received the award on behalf of the company from Mr J S Sarma, Chairman, Telecom Regulatory Authority of India and Mr P J Thomas, Secretary, Department of Telecom, Government of India.** The award is recognition of MTS establishing itself as a fastest growing data operator in the market.

MTS has close to one lakh mobile broadband subscribers in less than six months, for its high speed mobile broadband service, MBlaze. Within a short span time, the company has launched its services in 12 telecom circles across the country and has already achieved a overall subscriber base of 4.5 million customers.

The National Telecom Awards are instituted by the renowned industry body CMAI Association of India, established with a vision to facilitate inclusive growth of communication sectors in India.

Speaking on the occasion, Mr.Vsevolod Rozanov, CEO, SSTL, said, “We are proud to receive the National Telecom Award for fastest growing data operator in India. This award comes as recognition of our focus on mobile data service. MBlaze, our high speed mobile data service is in over 74 cities as of now and will extend itself to over 100 cities by the end of the year.”

MTS Brand has been ranked among the BRANDZ Top 100 Most Powerful Brands, for the third year in a row. MTS has recorded the brand value growth of 6% year on year with a value of \$9.7 billion as against \$9.2 billion valued during last year. The significant growth in brand value over the year is primarily due to the company's continued execution on its corporate strategy, strong growth and its leadership positions in the Russian & CIS markets and Indian sub continent.

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 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.

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

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