



## MTS Expands Its National Footprint

*~MTS ranked amongst the top 100 most valuable brands in the world~*

- *MTS to address the telecom needs of over 80% of India's population and about 92% of the data market potential in the country*
- *The Russian Government recently picked up approximately 17% stake in the company for \$ 600 million US*
- *The company has already invested over \$ 2.2 billion US in India and has over 8 million voice and over 400,000 mobile broadband customers*
- *Specific to the launch in UP East and UP West, the company plans to invest over Rs 150 crore.*
- *Going forward, MTS plans to launch MBlaze, its high-speed mobile broadband service in UP East and UP West by Q1 2011 and roll out of Post paid mobile services by Q2 2011.*
- *Nationally, MBlaze mobile broadband service is already available across 96 cities including all five metros.*

**Gurgaon, 27 December 2010:** Sistema Shyam Tele Services Limited (SSTL) today announced the expansion of its national footprint. The company has launched its mobile telephony services under the MTS brand in UP East and UP West Circles. This is all set to further add to the company's customer base, which now stands at over 8 million voice and over 400,000 mobile broadband customers. The Russian Government recently picked up approximately 17% stake in SSTL for \$ 600 million US.

Announcing the launch of MTS in UP East and UP West Circles, **Sergey Savchenko, Chief Financial Officer, Sistema Shyam TeleServices Limited (SSTL)** said, "The launch of telephony services by MTS in UP East and UP West has further expanded our national footprint. MTS would now be able to address the telecom needs of over 80% of India's population and about 92% of the data market potential in the country. This truly represents a very exciting opportunity for MTS."

**SSTL has already invested over \$2.2 billion US in India. An investment of about Rs. 150 crore has been earmarked for UP East and UP West circles.**

According to **Arvind Kumar, Chief Operating Officer, UP East and UP West Circles**, "The launch of MTS services will provide mobile customers in UP East and UP West Circles access to our nationally successful ½ paisa per second tariff plan or 1 paisa per second + 25% extra value on core Talk time with every recharge. This is bound to result in huge savings for the customers. Additionally, our customers would get to experience world class telecom services backed by seamless connectivity on a congestion free network."

## **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 and operates its telecom services under the MTS brand. 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 8 million subscribers in India. The company is present in 15 telecom circles and provides mobile broadband services under the MBlaze brand to more than 400,000 customers in 96 cities in India. For more information visit: <http://www.mtsindia.in>

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