



Press Release

For Immediate Release

MTS launches MTS TV for MBlaze customers

Watch 60 Live and VOD channels from news, entertainment, sports, kids, movies and regional category on the move

Gurgaon, April 26, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd., in association with Apalya Technologies today announced the launch of MTS TV for MBlaze customers. All MBlaze subscribers can now access more than 60 Live and Video On Demand (VOD) channels from news, entertainment, sports, kids, movies and regional language category.

The service is available at no extra charges, except the standard data access charges as per the user's data plan. The customer just needs to download free MTS TV application from the MTS website and switch to selection of the favorite channel for viewing. The service uses High Speed Broadband platform and is available in all **57** cities of MBlaze presence. At present 60 channels are available and very soon other on demand channels and Live Cricket updates will be available on MTS TV.

Speaking on the launch Mr. Leonid Musatov, Chief Marketing Officer, SSTL, said, "Increasingly, new forms of content are making their way onto mobile devices - music, in particular, is already booming - and the latest buzz is about television. MTS TV is yet another feather in our cap to offer the best of service to our valued customers. As an emerging industry, mobile TV will require a willingness of operators, regulators, broadcasters and device suppliers to strike new deals. Consumer reaction and usage patterns will help the broadcast and mobile industries understand what content viewers want to see on this exciting new technology."

Mr. Sergey Korobov, Director, VAS of SSTL, said, "MTS TV will offer users uninterrupted connection to their favorite channels on the move and will also keep them updated on happening in and around the world through news channels."

Mr. Vamshi Reddy, Founder and Director, Apalya, said, "We are proud to be associated with MTS and commit best our services to MTS and their subscribers in times to come." He further added, "We are confident our association has a long way to go and will ultimately address varied needs of MBlaze subscribers and stay up ahead with assorted offerings to suit many."

The service prohibits users to copy, record and repurposing of any content being streamed. MTS TV uses Windows OS and MAC OS and does not require any other software. The service is also available on roaming with standard data roaming charges in all cities of MBlaze presence.

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 and has over 4 million customers in its fold.

MTS is a globally acclaimed telecom brand, the 8th largest telecom brand in the world. MTS has recently been ranked by Millward Brown as 71st out of the top 100 brands in the world. MTS in India is present in telecom circles of Rajasthan, Bihar/Jharkhand, Kolkata, West Bengal and Sikkim, Chennai, Tamil Nadu, Kerala, Karnataka, Mumbai, Maharashtra and Goa, Haryana, Delhi and NCR.

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

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