



Press Release

For Immediate Release

MTS launches Voice services in Pune; Expands operation across Maharashtra

Promotional offer of 1 paisa for 4 seconds for MTS to MTS calls

MBlaze service in 17 cities

Pune, 25 May, 2010: MTS, the mobile telephony services brand of Sistema Shyam Tele Services Ltd (SSTL) today launched its voice services in the city of Pune covering the western Maharashtra. The company already has a presence in the data services and with the launch of voice services MTS has completed its roll out in the city and the region. MBlaze service will now be available in the regional towns of Solapur, Kolhapur, Sangli, Jalgoan and Ahmdnagar and a total of 17 cities in the State.

MTS also made an inaugural promotional offer of half a paisa per second call charges, promising the best value proposition for its subscribers among the existing operators and competition. MTS subscribers can connect between MTS to MTS network at just **one paisa for four seconds with lifetime validity.**

Mr. Vsevolod Rozanov, CEO and President of SSTL said, "Launch of MTS voice services in Pune heralds the presence of the voice and high speed data services across the State of Maharashtra and our entry into the Western region of India in a big way. Having completed our launch in South India, we will now strongly affirm our presence in western India this year".

Mr. Suubodh Kumar Srivastava, Chief Operating Officer of Mumbai, Maharashtra & Goa, SSTL, said "MTS will have its network presence across the State from the first day of the launch, giving the subscribers the benefit of our special offers of half a paisa per second for all local calls in Maharashtra, Goa & Mumbai; one fourth a paisa per second for MTS to MTS calls, bundled with complete range of value added services. With our presence across State, we hope to reach subscribers through our Branded stores, mass retail outlets & direct sales force with an aggressive strategy for tapping the mass market as well as corporate customers."

MTS services are available in 984 towns of the State. MTS has a large, seamless high-speed mobile data services network in India offering speeds of up to 3.1 Mbps in 74 cities across India. MBlaze service offers 24 hours of free download as part of the inaugural offer with no roaming surcharges while using the MTS network across India.

Free internet browsing to certain websites like Make MyTrip, Wikipedia, Yahoo India will allow subscribers to stay abreast with the latest in news, sports and fashion.

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.

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

Media contact:

Anurag Nigam
Sistema Shyam TeleServices Ltd.
M. 09136001571
anurag.nigam@mtsindia.in

Arvind Chavan
Adfactors PR Pvt Ltd
M. 9762171160
adfactorspune@gmail.com