



K Sunil, joins MTS as Chief Operating Officer, Tamil Nadu & Kerala Circle

Chennai/Kochi 8, April, 2010: MTS, the mobile telephony services brand of Sistema Shyam TeleServices Ltd.(SSTL), today announced the appointment of Mr. K Sunil as the Chief Operating Officer of the Tamil Nadu & Kerala circle. Mr. Sunil will report directly to Mr. Vsevolod Rozanov, President and CEO of the company.

Mr. Sunil replaces Mr. Srinirao Saripalli, who has moved to the corporate centre, as Director, New Initiatives. Mr. K Sunil comes with a rich experience of over 15 years in executive decision-making and strategic business planning in the Telecom and IT sector. In his last assignment he was the Chief Operating Officer of the Chennai circle with Etisalat India Ltd for a year. Prior to Etisalat India Ltd, Sunil has also been with Vodafone Essar Ltd, Microsoft India Ltd, Reliance Infocomm Ltd, Dabur India Ltd and HCL Ltd. Sunil is a B Tech from Anna University, Chennai and holds MBA Degree from Bharthidasan Institute of Management.

Welcoming Sunil, Mr. Vsevolod Rozanov, CEO of SSTL said, "It gives me immense pleasure to welcome our new head for Tamil Nadu & Kerala. I am confident that with his background and experience Sunil will be a key contributor in the aggressive growth strategy of MTS. Mr. Srinirao successfully launched the first Greenfield circles of MTS in India in Tamil Nadu circle and at this stage he is moving to corporate centre."

Speaking on his new role, Mr. K Sunil, said;" I am extremely happy about being part of MTS's young and dynamic team. The next phase in telecom is going to be very exciting as new and existing telecom players jostle for consumers. I am confident that MTS will emerge as the winner and we will provide the best possible service to our subscribers' at the most competitive prices'

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 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.

In a short span of time, MTS has secured over 4 million subscribers in the telecom circles of Kolkata, West Bengal, Rajasthan, Chennai, Tamil Nadu, Kerala, Bihar, Jharkhand, Mumbai, Maharashtra & Goa, Delhi & NCR and Karnataka. MTS has more than 100 million subscribers all over the world.

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

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