



Press Release

MTS in Mumbai setting industry best in tariff for Voice & Data

Promotional offer of half paisa per second for *both local and STD*. Inaugural offer of Rs 1500 for Data download up to 15GB.

Mumbai, 16, December, 2009: Mobile phone subscribers in Mumbai will now be able to call at the rate of just half-a-paisa per second for all local calls in Mumbai, Maharashtra & Goa. They will also be able to experience mobile data service with a download speed up to 3.1 Mbps with MTS, the mobile telephone brand of Sistema Shyam TeleServices Ltd (SSTL) launching its service in the financial capital of India. MTS telephony service combines superior voice quality, with congestion free networks and high speed data downloads.

With the inaugural offer from MTS, subscribers will also be able to make STD calls to all MTS numbers at half-a-paisa per second only, other STD calls at 1p per second. The inaugural tariff offer is an improvement on the already available "per second billing" offer introduced by MTS in other circles.

Mumbaikars will also be able to download 15 GB data, worth Rs.1500/-, free for the first month as part of the initial offer of MBlaze, the mobile data service of MTS. All MBlaze tariff plans allow free internet browsing of websites like Yahoo!, Wikipedia, Makemytrip ensuring a user friendly experience. It will allow subscribers to stay abreast with the latest in news, sports and fashion. In addition subscribers will also be able to shop and also browse certain educational sites for free.

While using MBlaze subscribers will feel the power of Speed while downloading and surfing the net and all this for as little as 10p/MB. MTS will have a large, seamless and high-speed mobile data services network in as many as 28 urban centres of India offering highest download speeds. The large urban centres of India with MTS services includes Kolkata, Chennai, Bengaluru, Delhi and Mumbai.

MTS is well recognized in India and worldwide for its commitment to high quality and innovative solutions. In a short span of time, MTS has secured over 2.8 million subscribers in the telecom circles of Kolkata, West Bengal, Rajasthan, Tamil Nadu, Kerala, Bihar, Jharkhand, Delhi and Karnataka. MTS has more than 100 million subscribers worldwide.

Mr. Vsevolod Rozanov, President and Chief Executive Officer, Sistema Shyam Teleservices Limited (SSTL) said, “We are committed to enlarging the presence of MTS in all the major urban centres of India, and our presence in Mumbai, the financial capital of India reflects this commitment. We will provide the highest quality high speed data and mobile voice services based on advanced technology and at prices that are industry benchmarks.”

Mr Suubodh Kr Srivastav, Chief Operating officer of MTS Mumbai, Maharashtra &Goa, said “MTS provides subscribers with unparalleled voice clarity, unmatched high speed data services and a bouquet of innovative VAS services. **MTS subscribers will be able to browse the web FREE for news, sports, fashion, lifestyle, travel at speed which will change the entire experience of using datacards.**”

The highlights of the inaugural special offers are:

- Half paisa per second – Local & STD
- Incoming Validity: Lifetime
- 100% Talktime on all recharge of Rs.50/- and above.
- Tariff Validity: 6 months

Additionally On First Recharge of Rs.149/- user gets the below benefits

- 1paisa per 2 second to all Local networks (Mumbai, Maharashtra & Goa).
- 1paisa per 2 second STD to MTS network.
- 1paisa per 1 second STD to other networks.
- Free MTS to MTS Local & National SMS*.
- 20paise per SMS (Local + National) to other network*.
- Free Talk Time: 149 Local Min valid for 15days
- Tariff valid for 180days

*SMS tariff Validity: 60 days. After first 2 SMS @ 50paise for the day.

About Sistema Shyam TeleServices Limited (operating under the MTS brand)

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 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.

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