



## Press Release

# Navid Rashid Joins Sistema Shyam TeleServices Ltd (SSTL) As It's Chief Operating Officer – Gujarat Circle

**Ahmedabad, 13<sup>th</sup> October, 2010:** Sistema Shyam TeleServices Ltd (SSTL) today announced the appointment of **Navid Rashid as the Chief Operating Officer (COO) of Gujarat** circle. The company operates its mobile telephony services under the MTS brand. Reporting directly to Vsevolod Rozanov, President and CEO of the company, Navid will lead the soon to be launched MTS brand in the Gujarat circle. Going forward he would also be responsible for driving business growth for the company in the state.

As the COO for Gujarat Circle at Sistema Shyam TeleServices Limited (SSTL), Navid would be supervising the launch operations of MTS in the state. Post launch, his key responsibilities will include overseeing the development of business through circle related operations, planning and execution of efficient marketing strategies, infrastructure management, capacity enhancement and governance.

Navid brings with him a rich experience of 23 years. During his last assignment at Dish TV India, he spearheaded the business operations, which included responsibility of sales and marketing, thereby contributing to one third of all India sales of the organization.

On the appointment **Vsevolod Rozanov, President and CEO, SSTL** said, "It gives me immense pleasure to welcome Navid Rashid as the Chief Operating Officer of SSTL's Gujarat circle. I am confident that with his rich expertise, Navid will play a key role in the launch and subsequent growth of MTS in Gujarat, which is one of the most important telecom circles in the country."

Speaking on his new role, **Navid Rashid**, said, "I am excited to be part of MTS, which is at the forefront of rolling out its cutting edge mobile broadband service across India. Subsequent to its launch in Gujarat, I am confident that it would redefine the user experience of accessing voice and data services. I look forward to lead this entire process in the state."

Mr. Rashid holds a Master of Business Administration (MBA) degree from University of Gujarat.

### **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 with a 74% equity stake; the Shyam Group holds a 23.5% stake and the remaining 2.5% is publicly held. SSTL has been allocated 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 6 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. MBlaze, the data service of MTS, offered in 84 towns of India, has over 2 lakh subscribers so far since its launch in November 2009. MTS has more than 100 million subscribers across the world.

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

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