



MTS launches MBlaze– Pre-paid high speed data service with **FREE use of websites including Yahoo, Wikipedia**

New Delhi, November 24, 2009: Mobile high speed data services will never be the same again in India, with MTS, the mobile telephony services brand of Sistema Shyam Teleservices Ltd (SSTL) launching its new and innovative **MBlaze** service with free use of few websites. 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 high-speed mobile data services network in India offering speeds of upto 3.1 Mbps.

MTS customers will now be able to use this **Pre-paid service** with very low rates and there will be no roaming surcharges while using data services on the MTS network. **MBlaze** will be available in the eight Circles that MTS has launched its services and will also be available in Mumbai in December.

The cities covered by **MBlaze** includes, Delhi- NCR, Jaipur, Jodhpur and Bhiwadi in Rajasthan, Kolkotta, Durgapur and Siliguri in West Bengal, Patna in Bihar, Gangtok in Sikkim, Chennai, Coimbatore, Trichy in Tamil Nadu, Kochi, Kozhikode, Thiruvananthapuram, in Kerala and Mysore, Mangalore, Bengaluru and Belgaum in Karnataka. In Mumbai the service will be launched in December 2009. As many as 26 cities will be covered by MBlaze service by the first quarter of 2010.

All MBlaze tariff plans allow free internet browsing of websites like Yahoo, Wikipedia, Makemytrip ensuring a user friendly experience allowing subscribers to stay abreast with the latest in news, sports and fashion.

An easy recharge process at retail outlets coupled with the advantage of web based recharge empowers subscribers and ensures seamless connectivity even when they are on roaming. Also there is no security deposit and no hidden charges ensure value for money.

Mr. Vsevolod Rozanov, President and Chief Executive Officer, SSTL, said, “Data services are going to expand beyond the metros with people demanding real time information and knowledge. We see the market expanding beyond the corporate user to include SME sand students. Data services integrate the user with real time information and offer a wide array of benefits including interactivity and gaming.”

Mr. Leonid Musatov, Chief Marketing Officer of SSTL said: "With MBlaze, MTS subscribers will be able to browse the web FREE for news, sports, fashion, lifestyle, travel and to shop using popular websites like Yahoo and Wikipedia etc. The service is available across the metro cities of India, making it possible for the business traveller to stay connected even while on the go."

Mr. Sanjay Bahl, Chief Operating Officer, Delhi-NCR and Haryana, Circle of MTS said: "All our base transmitting stations (BTS) in Delhi/NCR are high speed data enabled and hence MBlaze subscribers will have seamless connectivity even in a traffic jam of Delhi roads."

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 2.5 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 all over the world.

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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