



a step ahead

Now Enjoy Seamless High Speed Data Connectivity On Bengaluru - Chennai Highway With MTS MBlaze

~Launch part of a larger blueprint to provide HSD services on major National Highways across India~

- *MTS becomes the first telecom operator in the country to launch Seamless High Speed Connectivity on Bengaluru - Chennai stretch of National Highway – 04.*
- *In July 2011, powered by MTS; the 265 KM long Delhi Jaipur highway became the first national highway in India to have seamless High Speed Data connectivity*
- *MTS plans to invest over Rs. 1.3 billion in Karnataka and Tamil Nadu during the full year 2011.*
- *MTS brings in the innovative MTS TV service - provides access to Live TV and Video on Demand to customers through its High Speed Data network.*
- *MTS to launch an aggressive 360 degree communication plan involving both mass media and below the line initiatives.*

Bengaluru – 12 October, 2011: Sistema Shyam TeleServices that nationally provides telecom services under the brand MTS with over 13 million wireless subscribers today announced the launch of Seamless High Speed Data (HSD) Connectivity on National Highway - 04, Bengaluru - Chennai. **With this launch MTS becomes the first telecom operator in the country to launch Seamless HSD connectivity on the 350 KM National Highway between the two cities.** This launch is part of a phased roll-out to provide HSD services on some of the busiest National Highways across the country. Along with the Bengaluru - Chennai highway, MTS is the only telecom operator to currently provide High Speed Data services on the Delhi – Jaipur stretch of National Highway - 08.

According to Cheenu Seshadri, Chief Strategy Officer & COO South and West Regions, MTS India, “We at MTS India are immensely proud to announce the roll out of HSD services on the Bengaluru - Chennai Highway. This launch is part of a larger blue print, to provide seamless HSD services on some of the busiest highways in the country. Both Karnataka & Tamil Nadu are important markets for us; we would be investing over Rs. 1.3 billion during Full Year 2011 to further expand our services in the two circles”.

For the roll out of HSD services on the Bengaluru - Chennai stretch of NH-04, MTS has installed more than 40 BTS sites. The strategic initiative would enable MTS data customers to enjoy seamless connectivity while using mobile broadband on their laptops and Smart phones. The company has also activated its retail channel along the highway to enable easy recharge of MBlaze dongles thereby adding greater convenience for its customers.



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According to Suresh S Kumar, Chief Operating Officer, Karnataka & Andhra Pradesh, MTS India, “The Bengaluru – Chennai highway serves as a critical link especially for IT professionals who travel frequently between the two cities. With this launch, MTS customers traveling on this stretch of NH – 04 will be able to enjoy more than 100 Live TV and video-on-demand channels through the innovative MTS TV application.”

The stretch between Bengaluru & Chennai is home to a number of industrial pockets that act as catchment areas for HSD consumption. MTS has taken the lead to cater to the growing demand of HSD services across this highway. The company is supporting the launch with an aggressive communication campaign involving mass media and below the line initiatives.

According to Sridhar T, Chief Operating Officer, Tamil Nadu, MTS India, “Chennai - Bengaluru stretch of the National Highway - 04 is one of the busiest highways in the country witnessing a lot of tourist and commercial traffic. With HSD services now available all along the highway, MTS customers would be able to enjoy High Speed Data connectivity on the go.”

MBLaze Tariff Advantage

- MTS has introduced a daily usage plan, providing **unlimited data usage for one day for just Rs. 96.** This proposition would find a special appeal amongst MTS customers traveling daily between Bengaluru and Chennai. This plan has been specially designed to provide MTS customers with the freedom to use unlimited mobile broadband for a day without having to worry about the amount of data being consumed.
- Additionally, customers can enjoy unlimited data usage with 30 day validity with **Unlimited MBlazer** packs starting at just Rs.647.

MTS TV – Access to Live TV and Video on Demand

- Using MBlaze dongles and HSD compatible handsets, MTS customers can enjoy video streaming, High quality audio/video download and live play back.
- Customers can also watch LIVE TV and on demand Video Channels. The customers will get access to a range of News, Entertainment, Sports and Regional channels.

HSD Presence in Karnataka

MTS provides High Speed Mobile Broadband services in more than 35 towns across Karnataka including Bangalore, Hospet, Chitradhurga, Bellary, Gulbarga, Chikmagalur, Hassan, Dharwad, Belgaum, Hubli, Karwar, Kundapur, Mangalore, Manipal, Suratkal, Udupi, Mysore and Kolar amongst others.



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HSD Presence in Tamil Nadu

MTS provides High Speed Mobile Broadband services in more than 40 towns across Tamil Nadu including Chennai, Coimbatore, Madurai, Sivakasi, Chidambaram, Pondicherry, Salem, Nagapattinam, Thiruvarur, Tiruchirappalli, Kanchipuram, Sriperumpudur and Vellore amongst others.

About Sistema Shyam TeleServices Ltd.

Sistema Shyam TeleServices Ltd. (SSTL) is a venture involving equity participation by Sistema {LSE: SSA} of Russia, the Russian Federation and the Shyam Group of India. Sistema is the majority shareholder in the joint venture company which operates its telecom services under the MTS brand. 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 80th most valuable brand in the world. In a short span of time, MTS in India has secured over 13 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1 million customers in over 200 cities across the country.

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