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Now Enjoy Seamless High Speed Data Connectivity on Jaipur - Delhi Highway with MTS MBlaze

~MTS begins phased roll-out of HSD services on major national highways across the country~

- *MTS becomes the first telecom operator in the country to launch Seamless High Speed Connectivity on Jaipur - Delhi stretch of National Highway – 08.*
- *MTS plans to invest close to Rs 500 Million in Rajasthan during the full year 2011.*
- *Launch of seamless HSD connectivity on the Jaipur - Delhi Highway made possible with installation of 19 EVDO enabled BTS sites.*
- *The Company has also put in place a robust retail set-up on the highway for enhanced consumer experience.*
- *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 plans to launch an aggressive communication plan involving both mass media and below the line initiatives to support this launch.*

Jaipur – 14 July, 2011: Sistema Shyam TeleServices that nationally provides telecom services under the brand MTS with over 12 million wireless subscribers today announced the launch of Seamless High Speed Data (HSD) Connectivity on National Highway- 08, Jaipur – Delhi. **With this launch MTS becomes the first telecom operator in the country to launch Seamless HSD connectivity on the 265 KM National Highway between the national capital and the pink city.** This launch marks the beginning of a phased roll-out where in the company would launch HSD on some of the busiest National Highways across the country.

According to Atul Joshi, Chief Operating Officer, North and East Region, MTS India, “With a view to enhance customer experience, MTS has prepared a blue print to take the mobile broadband usage in the country to the next level. In a phased manner, MTS will be launching seamless HSD services across some of the most important highways in the country. Rajasthan is one of the most important markets for us; we would be investing close to Rs. 500 Million during Full Year 2011 which would be utilized for further expansion of our services in the circle”.

For the roll out of HSD services on the Jaipur – Delhi stretch of NH-08, MTS has installed 19 BTS sites. The strategic initiative would enable MTS data customers to enjoy seamless connectivity while using broadband on their laptops and Smart phones. The company has also opened two branded outlets on the highway for added convenience of its customers. The stretch between Jaipur and Delhi is home to a number of industrial pockets like Gurgaon, Manesar, Neemrana etc. 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.



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According to Sandeep Yadav, Chief Operating Officer, Rajasthan & Punjab Circle, MTS India, “Jaipur - Delhi stretch of the National Highway - 08 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. This launch will be supported by an aggressive communication plan involving both mass media and below the line initiatives”.

MBlaze Tariff Advantage

- To suit everyone’s pocket, MTS has introduced usage plans starting at just Rs.96 onwards
- Customers can enjoy unlimited data usage with **Unlimited MBlazer** priced at just Rs.750 with 30 day validity.
- MBlaze customers also enjoy the advantage of free surfing on popular websites like Yahoo and Wikipedia.

Exciting Offers for MBlaze Customers

- MTS has tied up with Hewlett Packard (HP) – On purchase of an HP laptop, customers can get an MBlaze device for just Rs. 799; made available through prepaid as well as postpaid plans.

MTS TV – Access to Live TV and Video on Demand

- Using MBlaze dongles and HSD (*High Speed Data*) 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 Rajasthan

- MTS provides High Speed Mobile Broadband services in more than 40 cities across Rajasthan including Jaipur, Ajmer, Alwar, Bikaner, Chittorgarh, Jodhpur, Kota, Mount Abu, Neemrana, Sriganganagar, Udaipur, Shahjahanpur, Pilani, Kotputli etc.

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 12 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 800,000 customers in over 150 cities across the country.



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