



MTS India launches “One MTS, One India” tariff plan

- *Revolutionarily priced at Rs 11, the voucher offers flat call rate of 35 paise per minute*
- *Offers subscribers flexibility of talking at one price point across India*

Gurgaon, July 27, 2009: Sistema Shyam TeleServices Limited (SSTL), a joint venture between Sistema (LSE: SSA) of Russia and Shyam Group of India, today launched a ground breaking special tariff voucher (STV), “One MTS, One India”, for MTS subscribers in India. Priced at an incredibly low and unmatched price of Rs 11, subscribers can make local and STD call within their network at a uniform price of 35 paise per minute.

Speaking about the new tariff plan, **Mr. Leonid Musatov, Chief Marketing Officer of Sistema Shyam TeleServices Limited** said, “Our brand is build on the value, that consumers need quality product with a simple and honest price. The “**One MTS, One India**” is a simplified tariff and billing plan, and offers our customers the flexibility of talking at one price point across India. What you see is what you will get there are no hidden costs. We are already getting queries for providing on-net call discounts between our markets and are responding to this demand now rather than waiting until we have full national coverage.”

The “One MTS, One India” plan will be made available to subscribers across 600 towns of Rajasthan, 250 towns of West Bengal & Kolkata, 271 towns of Bihar, 262 towns of Kerala and 561 towns of Tamil Nadu. The customer can activate the plan by buying a voucher, affordably priced at Rs. 11. While the tariff plan of 35 paise per minute will be valid for a period of one month from the time of the recharge, the physical shelf life of the voucher is one year. The card can be re-charged both through easy recharge and on paper. As the voucher is currently for use in the home circle, customers on roaming will be charged roaming rates for any calls made to MTS or any other network.

MTS brand provides mobile telephony services in six other countries, and has a subscriber base of close to 100 million globally. SSTL is the only new operator to have licenses to operate in 22 telecom circles, covering the entire country. The company is going strong on a pan-India launch by September 2010.

About Sistema Shyam TeleServices

Sistema Shyam TeleServices (SSTL) is a joint venture company between Sistema {LSE: SSA} of Russia and Shyam Group of India. Sistema is the majority share holder in this joint venture with a 73.71% equity stake, along with the Shyam Group, holding a 23.79% stake and the rest 2.5% being public partake. SSTL has spectrum to provide mobile telephony services in all the 22 circles across the country. In a recent development, SSTL tied up with Mobile TeleSystems OJSC of Russia to bring the globally acclaimed telecom brand-MTS-to India. MTS is the 8th largest telecom brand in the world and has recently been voted as the 71st ranked brand out of 100 top global brands in the world by Millward Brown.

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