

## Powered By MTS, Jaipur Becomes The First City In The World To Get CDMA EV-DO Rev.B Phase II Network

~ MTS presents the first MBlaze Ultra Dongle to Princess Diya Kumari of Jaipur Royal Family ~

- MBlaze Ultra made available for just Rs. 2499.
- With download speeds of 9.8 mbps, MBlaze Ultra enables an exciting rich media streaming experience for the customers.
- Launch in Jaipur part of a phased roll-out – draws plans to make MBlaze Ultra available in more than 25 key cities across India.
- The Company has so far invested over Rs 135 billion in India; plans to invest close to Rs 500 million in Rajasthan during 2011.

**Jaipur – September 5, 2011** - Sistema Shyam TeleServices Limited (SSTL) that nationally operates its telecom services under the MTS brand with over 12 million wireless customers, today created history by bringing the world's first CDMA EV-DO Rev.B Phase II network to Jaipur. The company plans to roll out the advanced Rev.B Phase II network to top metros and other key cities across India.

To experience the full power of CDMA EV-DO Rev.B Phase II, MTS India has introduced **MBlaze Ultra** - a special Hi-Tech dongle providing data download speeds of 9.8 mbps. The launch event to make this historic announcement was organised in Jaipur wherein MTS presented the first MBlaze dongle to Princess Diya Kumari of Jaipur Royal Family.

**According to Vsevolod Rozanov, President & Chief Executive Officer, MTS India** "We started our journey from Rajasthan over two years ago and it gives me immense pleasure to announce the launch of world's first CDMA EV-DO Rev.B Phase II network in Jaipur. This announcement is yet another testament of our commitment to provide world class mobile broadband services to our customers. I am sure MBlaze Ultra customers in Jaipur will clearly feel the difference and I look forward to the day when this state-of-the-art network will proliferate in more number of cities across India."

### **Taking A Lead Through CDMA EV-DO REV.B Phase II Network**

The commercial use of EV-DO Rev.B technology will greatly enhance the mobile broadband experience of MBlaze Ultra users. Compared to EV-DO Rev.B Phase I, the Phase II technology can further enhance the BTS cell capacity, spectrum efficiency and peak rate, achieving high speed rate as high as 4.9 Mbps in single frequency carrier and 9.8 Mbps in two frequency carrier bundle.

**According to Atul Joshi, Chief Operating Officer, North & East Regions, MTS India,** "Given the inherent strengths of the technology coupled with the fast growing demand for data services, the coming in of the world's first EV-DO Rev.B Phase II network to India is immensely significant. With this state-of-the-art network technology, MTS will be able to offer a far more evolved set of value-added services including rich media streaming experience. This will surely revolutionize the mobile broadband experience for our customers"

CDMA EV-DO Rev.B Phase-I network is present in several countries across the world including Japan, Norway, Indonesia, Sweden, South Korea and Ukraine among others. However, **MTS India is credited to be the first telecom company in the world to commercially launch the CDMA EV-DO Rev.B Phase II network.**

**According to Sandeep Yadav, Chief Operating Officer, Rajasthan & Punjab Circle, MTS India,** “The launch of CDMA EV-DO Rev.B Phase II will redefine the face of mobile broadband in India. Targeted at the young tech savvy generation, MBlaze Ultra provides extremely fast data speeds that will significantly enhance customer experience while accessing streaming multimedia. I am confident all our customers would relish the MBlaze Ultra experience”

### **MBlaze Ultra; Freedom From Buffering**

- MBlaze Ultra enables customers to have a **seamless, buffer free** video watching experience
- To get an MBlaze connection, customers can choose from the following two options
  - A. **The Free Device Option**
    - Customers just need to pay Rs. 4599 to get an MBlaze Ultra dongle for free. Additionally, they will get 1 GB data usage per month for six months.
  - B. **Extra Usage Option**
    - Customers can purchase the MBlaze Ultra device for just Rs. 2499.
    - Monthly rental plans have been made available starting at Rs. 629.
    - As an introductory offer, all customers purchasing MBlaze Ultra in the first month of launch will get 50 percent extra usage for lifetime.

### **MTS TV**

- Using MBlaze Ultra dongles, 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 over 100 Live TV and Video on Demand to a range of News, Entertainment, Sports and Regional channels.

### **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. For more information, please visit [www.mtsindia.in](http://www.mtsindia.in)

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