



MTS HR introduces online game base innovative employee friendly induction programme

Teams up with Tata Interactive Systems to rollout the interactive induction gaming
Gurgaon, 20, January, 2010: **Induction process for the new joinees at Sistema Shyam Teleservices Ltd(SSTL), will no longer be a dull programme. MTS, the mobile telephony services brand SSTL, has introduced an online game based induction programme for the new employees in collaboration with Tata Interactive Systems' (TIS).**

The game engine developed by the TIS will help track the learner's progress at every stage. Most of the information received by the learner is cross-linked and the individual must interpret it or use it in conjunction with other information in order to progress. This loop of 'Acquisition>Assimilation>Application' of information strengthens the learning and ensures that the player is thoroughly engaged.

Prior to this, MTS was using an instructor-led, classroom training. for induction. The program often required the new-hires and senior management to travel to training venues, thereby increasing resource and time commitment.

Mr. Manish Kharbanda, Chief HR Officer, SSTL said "It is imperative that we make a positive first impression on our new employees. We hope that the experience of this game-based orientation will reinforce to them that they are part of a progressive and world-class organization. MTS is amongst the first few companies in India to use this tool. We are in the near future going to introduce a slew of innovative programs and this is just the first"

Mr. Rajesh Jumani – Chief Marketing Officer, Tata Interactive Systems said "Our orientation games are generally designed around an adventure or quest that takes the players through a series of episodes to teach them about the company. The players learn through puzzles, activities etc., and collect information 'items' which help them discover more as they move on."

In a short span of time, MTS has secured over 3 million subscribers in the telecom circles of Chennai & Tamil Nadu, Kerala, Rajasthan, Kolkata, West Bengal, Bihar

&Jharkhand, Delhi, NCR, Karnataka, Mumbai, Maharashtra and Haryana. MTS has more than 100 million subscribers worldwide

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.

About Tata Interactive Systems (TIS)

Tata Interactive Systems (TIS) is the world's leading developer of learning solutions. TIS' learning solutions are designed to enable organizational initiatives across industry verticals including Education; Government and Defence; Telecommunications and ICT; Pharmaceuticals and Health Care; Banking, Financial Services and Insurance; Airlines, Transportation, Logistics and Hospitality; Consumer Package Goods; and Manufacturing, Energy and Construction.

With a team of over 600 multi-disciplinary specialists, TIS creates 3000+ hours of learning content across 160+ concurrent projects every year. TIS' solutions have proven their effectiveness at more than 60 Fortune 500 companies, leading educational institutions and government departments.

TIS' clients include Barclays Bank; Citibank; HSBC; London Stock Exchange; BP-Amoco; United Nations; British Telecom; Siemens; Vodafone; Orange; Tata TeleServices ; T-Mobile ; Motorola; Siemens McGraw-Hill; Unilever; British Airways; Emirates; the Royal Mail Group and the University of Phoenix

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