



Press Release

MTS reaches subscriber base of 1.5 lakh in Tamil Nadu

Scales up presence to 561 towns in the state

Chennai, June 22, 2009: Sistema Shyam TeleServices Ltd (SSTL), the latest entrant in the Indian mobile telephony space, today announced reaching a subscriber base of 150,000 for its service brand **MTS**. MTS is charting new growth frontiers by expanding its reach to newer regions. It has rapidly scaled its presence to 561 towns in Tamil Nadu in less than two months of its foray into the circle.

“This growth reflects the success of our attractive offerings and customer service. The revolutionary offer of our inaugural scheme ‘Minute Millionaire’, and innovative products like MSaver 51 card received tremendous response from customers. We are proud of the increasing preference for MTS among mobile users in Tamil Nadu and expect to cross the 500,000 subscriber-mark soon,” added **Mr. Srinirao Saripalli, Chief Operating Officer, Tamil Nadu & Kerala, Sistema Shyam TeleServices.**

MTS has over one million subscribers across Tamil Nadu, Kerala, Rajasthan and Kolkata/West Bengal.

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 74% equity stake, along with the Shyam Group, holding a 23.5% 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.

For further details visit: www.mtsindia.in

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