



## **MTS now in Pune setting *NEW* industry best in tariff for Data –**

### **Voice services to follow in the New Year**

#### **Inaugural offer of Rs 1500 of *free* Data download**

**Pune, 4, January, 2010:** MTS, the mobile telephony services brand of Sistema Shyam Teleservices Limited (SSTL), has launched its high-speed mobile Internet service, **MBlaze**, with download speeds up to 3.1 Mbps in Pune. **This is the eleventh circle to be launched by MTS thus further expanding its presence in urban India.** Voice services will be available in Pune and rest of Maharashtra in the month of January 2010.

The new year offering from MTS to Pune subscribers is a **Pre-paid high speed data service** with rates from Rs 2999/- onwards. Subscribers in Pune will also be able download 15 GB data worth Rs.1500/-, free for the first month as part of the inaugural offer. Also there will be no roaming surcharges while using the MTS network.

**While using MBlaze, subscribers will feel the power of speed while downloading and surfing the net and all this will be available to Pune subscribers for as little as 10p/MB.** MTS has a large, seamless and high-speed mobile data services network in India offering speeds up to 3.1 Mbps. MTS is well recognized in India and across the world for its high quality and transparency, which are exemplified in one of the best and largest data capabilities in the country with consumer friendly tariff plans.

**Free Internet browsing to certain websites will allow subscribers to stay abreast with the latest in news, sports and fashion. Subscribers will be able to shop and also browse certain educational sites for free**

With the Pune launch, MBlaze will be available in 24 towns across India and in all large urban centres including Kolkata, Chennai, Bengaluru, Delhi and Mumbai, enabling business travellers to remain connected even when on the go with the seamless roaming facility of the MTS data network.

In a short span of time, MTS has secured over **3 million subscribers** in the telecom circles of Kolkata, West Bengal, Rajasthan, Tamil Nadu, Kerala, Bihar, Jharkhand, Delhi, Haryana, Karnataka & Mumbai. MTS has more than 100 million subscribers worldwide.

**Mr. Vsevolod Rozanov, President and Chief Executive Officer, Sistema Shyam Teleservices Limited (SSTL)** said, “We are committed to enlarging the presence of MTS in urban India, and our presence in Pune, the IT/ITES & Education hub of India, reflects this commitment. The advanced technology used by MTS provides subscribers with an unmatched experience of high-speed mobile Internet data services that will be a new industry benchmark.”

**Mr. Leonid Musatov, Chief Marketing Officer of SSTL** said, “MTS provides data packages that are unprecedented in India and include free browsing access and the most user friendly Internet browsing experience in the country with plug and play dongles.”

#### 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.

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