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MTS Creates A Blueprint For SUPER FAST INTERNET HIGHWAYS; Begins Phased Roll-Out Of Seamless High Speed Data Connectivity On Major National Highways Across India

~ Seamless HSD Connectivity Goes LIVE On Delhi - Jaipur stretch of National Highway 08 ~

- *The 265 KM long Delhi - Jaipur stretch of NH 08 is amongst the busiest highways in the country; drawing heavy tourist and commercial traffic.*
- *Using the innovative MTS TV, customers will now be able to enjoy Live TV and On demand Video channels on the go.*
- *The Company has so far invested over 3 billion US dollars in its telecom operations in the country.*
- *For enhanced customer experience, the company plans to put in place a robust retail network along all the activated Super Fast Internet Highways.*

Gurgaon – 14 July, 2011: Sistema Shyam TeleServices that nationally provides telecom services under the brand MTS with over 12 million wireless subscribers today announced the launch of seamless HSD connectivity across the 265 KM long Delhi - Jaipur stretch of National Highway 08. This particular stretch of NH 08 is one of the busiest highways in the country. The roll-out is part of a larger blueprint wherein, the Company plans to provide seamless HSD connectivity on some of the busiest National Highways across the country.

According to Vsevolod Rozanov, President & CEO, MTS India, “With a view to enhance customer experience, MTS has prepared a blue print to take the mobile broadband usage in the country to the next level. In a phased manner, MTS will be launching seamless HSD services across some of the busiest highways in the country. We are the first telecom operator to provide seamless HSD connectivity on Delhi – Jaipur Highway. For enhanced customer experience, the company also plans to put in place a robust retail network along all the activated Superfast Internet Highways”.

With the roll out of HSD services on the Delhi - Jaipur stretch of NH-08, MTS customers will be able to enjoy seamless HSD connectivity on their laptops and Smart phones. The launch is also significant as it makes MTS, the first telcom operator in the country to provide HSD connectivity on NH8 connecting the national capital with the pink city.

Leveraging Data Opportunity In India

As per Telecom Regulatory Authority of India’s (TRAI) June 2011 report, the broadband penetration in India stands at just 1% as against the Wireless Teledensity of 69.19% and 12.01 Million broadband connections as of April 2011. The National Broadband Plan envisages provision of 160 million broadband connections including 60 million wireless broadband connections by the year 2014. Hence, there is a huge opportunity for the



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growth and proliferation of High Speed Mobile Broadband services in the country. MTS is rapidly expanding its high speed data (HSD) network and currently addresses over 92% of data potential across India.

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 12 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 800,000 customers in over 150 cities across the country.

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