



Press Release

## **Shankar Bali Joins Sistema Shyam Teleservices Ltd (SSTL) From Hutch, Sri Lanka As Chief Operating Officer, Delhi NCR & Haryana Circle**

**Gurgaon, 11<sup>th</sup> January, 2011:** Sistema Shyam TeleServices Ltd (SSTL) today announced the appointment of **Shankar Bali as the Chief Operating Officer of Delhi NCR & Haryana** circle. Reporting directly to Vsevolod Rozanov, President and CEO of the company, Shankar will be responsible for further stimulating the business growth for the company in the region.

As the COO for Delhi NCR & Haryana Circle at Sistema Shyam TeleServices Limited (SSTL), Shankar would be responsible for business development, daily operations, planning and execution of efficient marketing strategies, infrastructure management, capacity enhancement and governance.

Shankar brings with him a rich experience of over 21 years including more than 17 years in the telecom sector. During his last assignment at Hutch, as the Chief Executive Officer for Sri Lanka, he spearheaded the entire mobility initiatives of the company in the country.

Speaking on the appointment, **Vsevolod Rozanov, President and CEO, SSTL** said, "It gives me immense pleasure to welcome Shankar Bali as the Chief Operating Officer of SSTL's Delhi NCR & Haryana circle. I am confident that with his rich experience, Shankar will play a key role in driving growth for the company in one of the most important telecom circles in India."

Speaking on his new assignment, **Shankar Bali**, said, "I am extremely delighted to be a part of the MTS family. The rapidity at which MTS has been expanding their business across India is motivating. I am looking forward to a long and successful relationship with SSTL to create a strong niche for itself in Delhi NCR & Haryana circle."

Shankar holds a Master of Business Administration (MBA) degree from the Panjab University.

### **About Sistema Shyam TeleServices Ltd.**

Sistema Shyam TeleServices Ltd. (SSTL) is a joint venture between Sistema {LSE: SSA} of Russia and the Shyam Group of India. Sistema is the majority shareholder in this joint venture and 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 72nd out of the top 100 brands in the world. In a short span of time, MTS has secured over 8 million subscribers in India. The company is present in 15 telecom circles and provides mobile broadband services under the MBlaze brand to more than 400,000 customers in 96 cities in India. For more information visit: <http://www.mtsindia.in>

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