



a step ahead

Zepheroth From Pune Adjudged As Wild Card Winner of MTS Red Energy Independence Rock XXVI

~ Zepheroth to directly enter the National Final of MTS Red Energy Independence Rock XXVI being organized at Chitrakoot Grounds, Mumbai on Saturday, 26th November, 2011~

- Zepheroth was adjudged the winner band based on its online popularity.
- Zepheroth to compete against regional winners from Kolkata, Pune, Mumbai, Bengaluru and New Delhi.
- MTS' association with Independence Rock XXVI is a part of its Youth Outreach Program – Red Energy; launched nationally.

Pune, 23th November 2011: Taking the excitement of MTS Red Energy Independence Rock XXVI to the next level, MTS India today declared **Zepheroth** band from the city as Wild Card winner of the MTS Red Energy Independence Rock XXVI. **Zepheroth** will now compete with regional winner bands - **Pip of the Fourth Mother of Kolkata, Aftertaste of Mumbai, Life of Pune, Arcane Deception of New Delhi and Escher's Knot of Bengaluru** at the National final at Chitrakoot Grounds in **Mumbai on 26th November 2011**. MTS ran a Wild Card initiative for a month starting from October 20, which saw nomination from nearly 50 bands. The winner was selected basis their online activity and engagement with rock music fans.

Winner of Wild card entry, Siddharth Merchant from Zepheroth, said, “We would like to thank MTS, MTV & Vh1 for providing us the opportunity to play at the finals of MTS Red Energy Independence Rock XXVI through the wild card entry. We are very happy that through this initiative we were able to engage and reach out to many more music lovers and definitely helping us to increase our band’s online footprint. It's high time thrash metal was back in the scene and we're glad to keep it alive. We are now looking forward to rock the music lovers with our performance at the Finals.”

MTS association with the I-Rock is part of ‘**Red Energy**’ - Youth Outreach Program. The contestants had to register on www.mtsredenergy.com and promote their Facebook and Twitter pages with handles that include the words RE or RED ENERGY. The top ten bands with the highest Red Energy (read popularity) were considered by a panel of judges for entry into the finals. After a month long activity, “**Zepheroth**” emerged as the winner of MTS Red Energy Wild Card Entry.

According to Amitesh Rao, Director – Brand & Media, MTS India, “I am immensely pleased to announce Zepheroth from Pune as the winner of MTS Red Energy Wild Card Contest. They would join the five regional winners to play at the finals of MTS Red Energy Independence Rock XXVI in Mumbai. Our association with Independence rock is part of MTS Red Energy, which is a platform designed to offer digitally active young people a great way to leverage their online status to get real world benefits.”

MTV Independence Rock, presented by MTS – *Discovering New Talent For The Last 25 Years*

MTV Independence Rock, India's biggest and oldest Rock Music Festival, has completed 25 years of bringing the best in Rock Music to audiences in India. The event is being organized by E18. Bands across India vie with one another to get a chance to play and make their debut at this ever-popular festival. Some of the leading Rock bands in the country today have made their debut at the festival over the years and have gone on to achieve great success. ***To name a few - Indus Creed, Brahma, Zero, Pentagram, Parikrama, Zero, Scribe, Demonic Resurrection and Agni.*** Every band that has played at I-Rock has gone on record to say that it was their best experience, with the most enthusiastic crowds on the most exhilarating stage.

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 14 million wireless subscribers and under the MBlaze brand provides mobile broadband services to more than 1.2 million customers in over 200 cities across the country.

For more information, please visit www.mtsindia.in

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