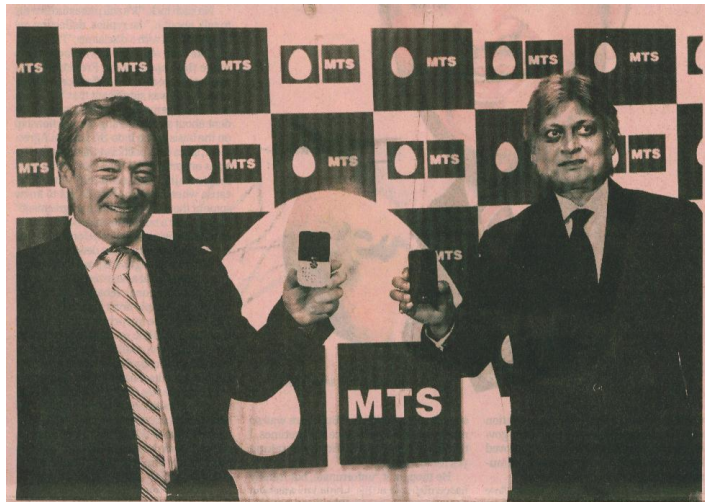


Publication	Business Standard
Date	28 th December 2010
Headline	MTS launches services in UP, Uttarakhand



Sistema Shyam Teleservices Limited Chief Financial Officer Sergey Savchenko (left) and UP East and West Chief Operating Officer Arvind Kumar at the launch of MTS telecom services in the state, in Lucknow on Monday. PHOTO: PTI

MTS launches services in UP, Uttarakhand

BS REPORTER
Lucknow, 27 December

Sistema Shyam Tele Services Limited (SSTL) today launched its CDMA mobile service under the MTS brand in the Uttar Pradesh East and West circles, which also comprises Uttarakhand. The company announced to invest Rs 150 crore in the two circles in the current financial year to ramp up the telephony infrastructure. In the first phase, the services will cover 300 towns and 6,500 villages in the two states

and the network will be gradually expanded.

The company aims to add one million and 50,000 voice and data subscribers, respectively in the next 12 months.

"We seriously believe future mobile growth will come from data and not voice segment, since the latter is now starting to getting commoditised and tariffs are cheaper," SSTL chief financial officer Sergey Savchenko said here.

SSTL is the joint venture between Sistema of Russia and Shyam Group of India.

At present, Sistema and Shyam holds 73.7 per cent and 23.8 per cent, respectively.

SSTL is now present in 15 telecom circles in India and has over 8 million voice subscribers and 4,00,000 broadband customers across 96 cities.

Savchenko said Sistema was the 8th largest telecom operator in the world and the 2nd largest in Europe after Vodafone. Globally, Sistema has over 100 million subscribers.

"We will remain focused on the CDMA platform in In-

dia and there is no plan to enter the GSM space," he informed.

Commenting on the UP market, chief operating officer Arvind Kumar said there was a lot of potential in the state, since tele-density was still a lowly 45 per cent in the region, which was adding 2.4 million subscribers monthly. SSTL is the 12th mobile service operator in the region.

Over the next one month, MTS customers will add a network of 150 odd distributors and 10,000 retail outlets across the two circles.

Publication	Business Standard
Date	28 th December 2010
Headline	MTS expands mobile network



Publication	The Economic Times
Date	28 th December 2010
Headline	SSTL to invest Rs.150 cr for expansion

SSTL to invest ₹150 cr for expansion

NEW DELHI: Sistema Shyam Tele Services (SSTL), which owns MTS brand, on Monday said it has started its mobile services in UP East and West and expects to invest ₹150 crore in networks, marketing and retail set-up in the above circles. "MTS would now be able to address the telecom needs of over 80% of India's population and about 92% of the data market potential in the country," SSTL CFO Sergey Savchenko said in a press release. Sistema, leading public diversified corporation in Russia and the CIS region, has a 74% stake in the joint venture with the Shyam Group. Shyam Group holds a 23.5% stake and the rest 2.5% being public partake. SSTL has already invested over \$2.2 billion in India. An investment of about ₹150 crore has been earmarked for UP East and UP West circles. The company now marks its presence in 15 telecom circles, including UP East and West. The company provides mobile broadband services under the MBlaze brand to more than 400,000 customers in 96 cities in India. "The launch of MTS services will provide mobile customers in UP East and UP West Circles access to our nationally successful half paisa per second tariff plan," UP East and UP West Circles chief operating officer Arvind Kumar said. Recently, the Russian government picked up approximately 17% stake in SSTL for \$600 million.

Publication	Financial World
Date	28 th December 2010
Headline	SSTL expands mobile network to UP East, West; to invest Rs.150 Cr

SSTL Expands Mobile Network To UP East, West; To Invest ₹150 Cr

PRESS TRUST OF INDIA
New Delhi, Dec 27

Sistema Shyam Tele Services Limited (SSTL), which owns MTS brand, today said it has started its mobile services in UP East and West and expects to invest Rs 150 crore in networks, marketing and retail set-up in the above circles.

"MTS would now be able to address the telecom needs of over 80 per cent of India's population and about 92 per cent of the data market potential in the country," SSTL CFO Sergey Savchenko said in a press release.

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The company now marks its presence in 15 telecom circles, including UP East and West. The company provides mobile broadband services under the MBlaze brand to more than 400,000 customers in 96 cities in India.

"The launch of MTS services will provide mobile customers in UP East and UP West Circles access to our nationally successful half paisa per second tariff plan," UP East and UP West Circles Chief Operating Officer Arvind Kumar said. ♦

Publication	The Times of India
Date	28 th December 2010
Headline	MTS arrives in UP

MTS arrives in UP

Lucknow: Sistema Shyam Tele Services Limited (SSTL) announced its mobile telephony services under the MTS brand in UP East and UP West circles. This extends the company's national footprint to 15 telecom circles. MTS customers in UP East and UP West circles will have access to the nationally successful paisa per second pre-paid tariff plan.

Announcing the start of MTS in UP, Sergey Savchenko, chief financial officer, SSTL said, "MTS would now be able to address the telecom needs of

over 80% of India's population and about 92% of the data market potential in the country. This truly represents a very exciting opportunity for MTS."

Arvind Kumar, chief operating officer, UP east and west circles, said that the company's plan includes an investment of Rs 150 crore which has been mainly used in building service network.

"MTS will provide subscribers world class telecom services backed by seamless connectivity on a congestion free network," he said. TNN

Publication	Hindustan Times
Date	28 th December 2010
Headline	MTS rolls out CDMA services

MTS rolls out CDMA services

LUCKNOW: MTS rolled out its mobile telephony (CDMA) services in UP East and West circles here on Monday. With this the company has extended its footprint to 15 telecom circles. MTS subscribers in UP East and West circles will have access to nationally half paisa per second prepaid tariff plan. MTS subscribers can choose an first recharge of Rs 97 giving them a tariff of half paisa per second and with first recharge of Rs 55 gives a tariff of 1 paisa per second. All STD calls would be charged at 1 paisa per second. The company also offers a recharge booster talk plan that gives 25 per cent extra value on core talk time with every recharge. For enhanced customer convenience, Recharge Vouchers (RCV) would be made available in various denominations ranging from Rs 10 to Rs 1000 with zero processing fees (valid till February 28, 2011). MTS services will cover 300 towns and 6500 villages across UP East and West circles, said Sergey Savchenko, chief financial officer, Sistema Shyam TeleServices Limited (SSTL) while announcing the launch on Monday. **HTC**

Publication	The Hindu
Date	28 th December 2010
Headline	Sistema begins operations in two more circles

Sistema begins operations in two more circles

Special Correspondent

NEW DELHI: Sistema Shyam Teleservices Limited (SSTL) on Monday announced the expansion of its national footprint by beginning its mobile telephony services under the MTS brand in Uttar Pradesh East and West circles. The CDMA operator has earmarked an investment of about Rs.150 crore for both the circles.

"With this, MTS would now be able to address the telecom needs of over 80 per cent of India's population and about 92 per cent of the data market potential.

This truly represents an exciting opportunity for MTS," said Sistema Shyam Chief Financial Officer Sergey Savchenko.

SSTL, a joint venture between Russia's Sistema and India Shyam Group, has already invested over \$2.2 billion in India.

"Our expansion will further add to the company's customer base, which now stands at over 80-lakh and over four-lakh MBlaze mobile broadband customers in 96 cities," he added.

The company now marks its presence in 15 telecom circles.

The Russian Government recently picked up about 17 per cent stake in SSTL for \$600 million.

According to Arvind Kumar, Chief Operating Officer, Uttar Pradesh East and West circles, "The launch of MTS services will provide mobile customers in Uttar Pradesh East and Uttar Pradesh West circles access to our nationally successful half-a-paisa per second tariff plan or 1 paisa per second besides 25 per cent extra value on core talk time with every recharge. This is bound to result in huge savings for the customers."

Publication	The Telegraph
Date	28 th December 2010
Headline	Sistema Shyam rollout spirit intact

Sistema Shyam rollout spirit intact



Sergey Savchenko in Lucknow on Monday. (PTI)

OUR SPECIAL CORRESPONDENT

New Delhi, Dec. 27: Sistema Shyam is rolling out 2G services in new circles, while it prepares to respond to a government showcause notice claiming Rs 11 crore as damages for delays in starting operations.

The telecom department has pulled up some operators for failing to meet their rollout obligations and have threatened to slap a penalty. The operators have been given three months to respond to the showcause notices.

Analysts said the three-month period would give the operators an opportunity to launch services in more circles.

Under the licence conditions, if an operator fails to fulfil the obligation even after 52 weeks of delay, the department of telecom has the power to cancel the licence.

Sistema Shyam — a joint venture between Russia's Sistema and India's Shyam group — got its licence in 2008 to provide services in all 22 circles. So far, it has started operations in 15 areas, including UP east and UP west — the two new service areas launched today.

"MTS would now be able to address the telecom needs of over 80 per cent of India's population and about 92 per cent of data market potential in the country," said Sergey Savchenko, chief financial officer of Sistema Shyam, in Lucknow.

Publication	The Statesman
Date	28 th December 2010
Headline	SSTL service in UP

SSTL service in UP

NEW DELHI, 27 DEC: Sistema Shyam Tele Services Limited (SSTL), which owns MTS brand, today said it had started its mobile services in UP East and West and was expecting to invest Rs 150 crore in networks, marketing and retail set-up in the above circles. "MTS would now be able to address the telecom needs of over 80 per cent of India's population and about 92 per cent of the data market potential in the country," SSTL CFO Mr Sergey Savchenko said in a Press release. **pti**

Publication	The Asian Age
Date	28 th December 2010
Headline	Sistema

Sistema Shyam Tele Services Limited (SSTL), has started its mobile services in UP East and West and expects to invest ₹150 crore in networks, marketing and retail set-up.

Publication	Deccan Chronicle
Date	28 th December 2010
Headline	Sistema

Sistema Shyam Tele Services Limited (SSTL), has started its mobile services in UP East and West and expects to invest ₹150 crore in networks, marketing and retail set-up.

Publication	Dainik Jagran
Date	28 th December 2010
Headline	MTS mobile telephony services begins



होटल पिकेडिली में एमटीएस मोबाइल को लांच करते एसएसटीएल के मुख्य वित्तीय अधिकारी सर्गी सेवचेंको व पूर्वी तथा पश्चिमी उत्तर प्रदेश के सर्किलों के मुख्य परिचालन अधिकारी

जागरण

एमटीएस मोबाइल सेवा शुरू

लखनऊ, 27 दिसंबर (जागरण संवाददाता) : सिस्तमा श्याम टेली सर्विसेज लिमिटेड ने सोमवार को पूर्वी व पश्चिम प्रदेश में 79 रुपये में लोकल नेटवर्क पर असीमित बात की सुविधा के साथ अपनी मोबाइल सेवाओं की शुरुआत की घोषणा की। सीडीएमए तकनीक पर आधारित एमटीएस ब्रांड के तहत इस नयी मोबाइल सेवा की लांचिंग कंपनी के मुख्य वित्तीय अधिकारी सर्गी सेवचेंको ने होटल पिकेडिली में की। इस अवसर पर उन्होंने कहा कि प्रदेश में मोबाइल सेवाओं के शुरुआत के साथ अब देश के 15 सर्किलों में कंपनी की सेवाएं उपलब्ध हैं। कंपनी उत्तर प्रदेश में सेवाओं के विस्तार में 150 करोड़ खर्च करेगी। बहुत कम समय में कंपनी ने 80 लाख ग्राहकों को जोड़ लिया है। इस अवसर उत्तर प्रदेश सर्किल के मुख्य परिचालन अधिकारी अरविंद कुमार ने बताया कि नये ग्राहकों के लिए दो विकल्प हैं। इसमें 97 रुपये से प्रथम रीचार्ज कराने पर लोकल काल का शुल्क आधा पैसा व एसटीडी पर एक पैसे प्रति सेकेंड की दर से बात होगी, जबकि 55 रुपये के प्रथम रीचार्ज पर सभी काल का चार्ज एक पैसे प्रति सेकेंड लगेगा।

Publication	Hindustan
Date	28 th December 2010
Headline	Now local calls at half paisa per second from MTS

एमटीएस से लोकल काल आधा पैसा प्रति सेकेंड

सिस्तेमा श्याम टेलीसर्विसेज
ने यूपी में प्रीपेड सीडीएमए
मोबाइल सेवा लांच की

कार्यालय संवाददाता

लखनऊ

टेलीकाम कंपनी सिस्तेमा श्याम टेलीसर्विसेज लिमिटेड (एसएसटीएल) ने सोमवार को उत्तर प्रदेश (पूर्वी एवं पश्चिमी सर्किल) में एमटीएस नाम से अपनी प्रीपेड सीडीएमए मोबाइल सेवा लांच की।

इस मौके पर कंपनी के मुख्य वित्तीय अधिकारी सर्गी सेवचेकों ने कहा कि कंपनी के उपभोक्ता अब आधा पैसा प्रति सेकेंड से काल कर सकेंगे। इसके लिए उपभोक्ताओं को पहली बार 97 रुपए के टैरिफ वाउचर से रिचार्ज करना होगा। यह वाउचर 6 महीने के लिए मान्य होगा। वहीं 55 रुपए के टैरिफ पर 1 पैसा प्रति सेकेंड लोकल और एसटीडी काल का लाभ मिल सकेगा। इसके बाद हर रिचार्ज पर 25 फीसदी की अतिरिक्त वैल्यू मिलेगी। साथ ही 10 रुपए से 1000 रुपए के रिचार्ज वाउचर पर 28 फरवरी 2011 तक प्रोसेसिंग शुल्क भी नहीं लगेगा।

कंपनी के मोबाइल नंबर की सिरीज 9151 और 9152 से शुरू होगी। कंपनी की यह 15 वें सर्किल में टेलीकाम सेवा है और इस सर्किल में 150 करोड़ का निवेश किया गया है।



कंपनी के मुख्य वित्तीय अधिकारी सर्गी सेवचेकों और मुख्य परिचालन अधिकारी अरविंद कुमार (दाएँ) ने सेवा पेश की

कंपनी के उत्तर प्रदेश के यूपी पूर्वी एवं पश्चिमी सर्किल के मुख्य परिचालन अधिकारी (यूपी पूर्वी एवं पश्चिमी) अरविंद कुमार ने बताया कि कंपनी एमटीएस ब्राउजिंग के तहत डेटा कार्ड सेवा मार्च 2011 में लांच करेगी। डेटा कार्ड की कीमत 1399 रुपए होगी। इसमें 449 में एक महीने, 779 में दो महीने और 999 में तीन महीने के लिए अनलिमिटेड इंटरनेट सब्सक्रिप्शन मिलेगा। कंपनी वित्त वर्ष 2010-11 की पहली तिमाही में पोस्टपेड सीडीएमए सेवा लांच करेगी।

Publication	Rashtriya Sahara
Date	28 th December 2010
Headline	MTS arrives in UP

‘एमटीएस’ ने दी यूपी में दस्तक

लखनऊ (एसएनबी)। दुनिया के प्रमुख 100 ब्रांडों में शुमार एमटीएस ने सोमवार को उत्तर प्रदेश में सीडीएमए मोबाइल टेलीफोन सेवा के शुरुआत की घोषणा की। इस अवसर पर सिस्तेमा श्याम टेली सर्विसेज लिमिटेड (एसएसटीएल) के मुख्य वित्तीय अधिकारी सर्गी सेवचेको ने आधे पैसा प्रति सेकेण्ड तथा एक पैसा प्रति सेकेण्ड लोकल काल की सुविधा देने की पेशकश की।

कानपुर रोड स्थित होटल पिकेडिली में आयोजित पत्रकार वार्ता में श्री सेवचेको ने कहा कि पूर्वी



लखनऊ। एमटीएस की मोबाइल सेवा लांच करते कम्पनी के मुख्य वित्तीय अधिकारी सर्गी सेवचेको व मुख्य परिचालन अधिकारी अरविन्द कुमार।

रिटेल आउटलेटों के जरिए वे 300 कस्बों और 6500 गांवों को भी ‘कवर’ करेंगे। मुख्य परिचालन अधिकारी अरविन्द कुमार ने कहा कि मात्र 97 रुपये के रिचार्ज पर आधे पैसे में लोकल कॉल की सुविधा छह माह तक मिलेगी, जबकि 55 रुपये के रिचार्ज पर एक पैसे में लोकल व एसटीडी की सुविधा एक वर्ष के लिए मिलेगी। इसके साथ ही ग्राहकों को 25 प्रतिशत अतिरिक्त वैल्यू भी मिलेगी। श्री कुमार ने बताया कि उत्तर प्रदेश में शुरुआत के साथ ही एमटीएस की उपस्थिति देश में 15 टेलीकॉम सर्किलों तक हो गयी है। उन्होंने बताया कि एमटीएस कार्ड के साथ माइक्रोमेक्स, एचटीसी व जेन मोबाइल के हैंडसेट की शुरुआती रेंज 799 रुपये है।

और पश्चिमी उत्तर प्रदेश में टेलीफोन सेवाओं की शुरुआत ने हमारी राष्ट्रीय उपस्थिति का विस्तार किया है। एमटीएस अब भारत की 80 फीसदी से अधिक आबादी की दूरसंचार जरूरतों और देश में 92 फीसदी डाटा बाजार की क्षमता को पूरा करने में सक्षम होगी। उन्होंने बताया कि अगले वर्ष मार्च में ‘एमब्लेज’ की शुरुआत होगी, जिसमें हाई स्पीड ब्रॉडबैंड सेवा शामिल है जबकि पोस्टपेड मोबाइल सेवाओं को भी अगले वर्ष दूसरी तिमाही तक लांच करने की योजना है। उन्होंने बताया कि 150 वितरकों तथा 10,000