

Publication	Tele.net
Date	19 <sup>th</sup> November 2011
Headline	Ashish Bhatia

## Ashish Bhatia

COO, Gujarat Circle, Sistema Shyam TeleServices Limited

In his younger days, Ashish Bhatia wanted to operate a chemical factory. Determined to fulfil this ambition, he obtained a degree in chemical engineering from the Lakshminarayan Institute of Technology (LIT) Nagpur.

But then, the corporate world beckoned. He started his career as a production engineer in India Power Corporation Limited, where he worked for nearly two years. He then took a break to pursue an MBA in marketing from the S.P. Jain Institute of Management and Research. Post that, he joined Castrol India, where he worked for seven years in various sales and marketing roles across the country. He then moved to Shell India as regional sales manager, south and east.

He began his telecom innings with Tata Teleservices Limited, where he spent a challenging five years before moving to Sistema Shyam TeleServices Limited (SSTL). Today, as chief operating officer of the Gujarat circle, he is responsible for building its customer service channel and promoting the brand. "The core objective is to service customers effectively and build a sustainable business model," he says.

What excites him most



about his current job is the prospect of building SSTL's brand in the Gujarat circle. "In the past three years, SSTL has managed to carve a niche for itself in the telecom industry. This has motivated me to do my best and help further grow an organisation that has invested billions of dollars in the business and is a serious telecom player," he says.

So, what are the challenges and targets before him? "The main tasks on my plate are building up channel infrastructure for the mass retail, enterprise, direct sales teams and direct sales associate machinery to drive our post-paid business. That apart, aligning the entire team to one common goal, driving productivity and enhancing the company's product portfolio in line with market requirements are vital for our business," he says.

All this seems a far cry from his childhood ambition. "Life in the corporate world presented me with numerous opportunities to learn from," he explains. "This made me change my childhood ambition."

On weekends, Bhatia likes to spend time with family and friends, or watching television and reading books on spirituality and management. What he would like to add to his repertoire is meditation skills, to cope with the multitude of challenges he needs to deal with. "I would love to develop the meditation skills of our ancient gurus to achieve spiritual satisfaction. I believe that satisfaction comes from within and one has to fulfil one's professional, familial and societal responsibilities to achieve this," he says. ▲

Publication	The New Indian Express
Date	19 <sup>th</sup> November 2011
Headline	Rocking hard non-stop

# ROCKING HARD NON-STOP

Escher's Knot adjudged the winner of Bangalore zone of MTS Red Energy Independence Rock XXVI

**E**scher's Knot band was announced as the winner of the Bangalore zone of MTS Red Energy Independence Rock XXVI. Leading rock bands like Theorized, 30 ton Capacity, Dark Project, Jekyll & Hyde, Escher's Knot, Allegro Fudge, Clown with a Frown and Parvaaz competed against each other at the Bangalore Regional Finals of Independence Rock XXVI at Hard Rock Cafe. The winning band was selected by a jury consisting of Santosh Gnankan aka, Saggy, RJ and bass player of popular local band, Retronome and Ananth Menon, guitarist of ace band, Galeej Gurus.

Winning the Bangalore round, Abijith Rao from Escher's Knot band said, "It feels exciting to be a part of India's biggest and oldest rock music festival that is 25 years old. Our band would like to thank MTS, MTV and VH1 for giving us an opportunity to showcase our talent. We look forward to a tough competition to play at the national finals



in Mumbai. For the pride of Bangalore and all its rock fans we will give it our best performance."

The stage is now set for the winning band from Mumbai to compete on November 26 with respec-

tive regional winners from Pune, Kolkata, Mumbai and New Delhi. According to Suresh Kumar, Chief Operating Officer, Karnataka and Andhra Pradesh Circle, MTS India, "We at MTS India feel proud to be asso-

ciated with Independence Rock, a platform that has been discovering talent for 25 years now. This year again the competition has proved to be tough for the contestants. Our association with Independence Rock is part

of MTS Red Energy, which is a platform designed to offer talented and digitally active young people a great way to leverage their online status to get real world benefits."

Talking about the final contestants said Santosh Gnankan aka Saggy, RJ and bass player of popular local band, Retronome said, "This year the event witnessed a

*It feels exciting to be a part of India's biggest and oldest rock music festival that is twenty five years old*

— Abijith Rao, Escher's knot



huge number of entries from rock bands and it was not an easy job for us to choose the bands for the national final as each band was as good as the other. I wish the winner all the best for the finals."

— Express News Service



Publication	DNA
Date	20 <sup>th</sup> November 2011
Headline	Music sure can rock

PHOTO: TOBIN CHAKRABARTY



# Music sure can rock

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BOOK LAUNCH

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THURSDAY, NOVEMBER 17

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NARIMAN POINT

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MTV & VH1 brought their MTS Red Energy Independence Rock XXVI to Hard Rock Café this week. Needless to say, it was a high-energy event and the participating bands were judged by Santosh Gnankan, bass player of *Retronome* and Ananth Menon, guitarist of *Galeej Gurus*. The band *Escher's Knot* was chosen winner and they will now perform the All India National Final in Mumbai on November 26. Good luck, boys!



Gina and Roshan



Clown With A Frown takes the stage



Allegro Fudge in performance



Christine and Marine



Abhijit Rao, Anshuman Mishra, Madhav and Manu Krishnan from *Escher's Knot*



Ben and Marta



Stefan, Tania and Mykel



Jason, Shalini, Deepak and Saahas

Publication	The Statesman
Date	20 <sup>th</sup> November 2011
Headline	MTS initiative for women

## **MTS initiative for women**

**KOLKATA, 19 NOV:** Sistema Shyam TeleServices Limited (SSTL), which nationally operates its telecom services under MTS brand, has launched 'MTS Saheli' ~ an initiative to engage and connect with female customers across West Bengal. The initiative is aimed at providing a range of telecom services to women customers right at their doorstep. Mr Keshhav Tiwary, chief operating officer, Kolkata & West Bengal circle, MTS India, said: "MTS Saheli, as the name suggests, aims to be a dear friend and companion to our women customers and make them feel special and privileged." sns

Publication	The Economic Times
Date	21 <sup>st</sup> November 2011
Headline	MTS Livewire & Mtag 3.1



### MTS Livewire & Mtag 3.1



#### Specifications

2.8-inch display - Livewire (resistive), Mtag (capacitive), 600MHz processor, microSD slot,

EVDO, Wi-Fi, Bluetooth, 3MP camera, 3.5mm audio jack, Stereo FM, Android 2.2



Well-built, all connectivity options, Android market access, sound output.



Poor camera, resistive display on Livewire, small power button on Livewire.

**KARAN BAJAJ**  
NEW DELHI

With the Livewire and Mtag CDMA smart-phones (both priced below ₹6,000), MTS is making Android smartphones available for consumers with limited budgets.

Both phones have a 2.8-inch touchscreen display — the Livewire has a resistive display, which is the primary reason for the lower price (₹4,999). Mtag is priced slightly higher at ₹5,499 and features a more sensitive and higher quality capacitive display. The display resolution on both is same (310 x 320 pixels), though the colors and brightness on the Mtag is clearly better than the Livewire. The build quality of both phones is surprisingly good. The Mtag has a matte finish on the back — providing better grip — whereas Livewire has a white glossy finish on the back with a slot for stylus on the bottom left.

Both the phones have touch-sensitive Android buttons at the bottom of the display. An issue with the Livewire is that it does not have backlit buttons. The Livewire features dedicated call receive/end button at the bottom — helpful for voice calls as the display is resistive and at times does not recognize the finger swipe for receive/end as one go. The power button and the 3.5mm jack are present on the top. However, the power button of the Livewire is a bit too small for comfortable use.

Both phones run a 600MHz processor and come with Android 2.2. The Mtag runs a custom user interface with large icons that makes it easy to use the phone on its 2.8-inch display, whereas the Livewire's user interface resembles stock Android. Interestingly, Livewire offers a few more options as compared to Mtag, like call recording and a pre-installed task manager. The good thing is that they do not lack any connectivity feature — Wi-Fi with hotspot, Bluetooth, AGPS and high-speed EVDO connectivity with full Android market access is present on both devices.

A 3MP fixed focus camera is present on both devices (with VGA video recording). The camera quality from both cameras is good enough to view on phone or for occasional posting on social networks. Audio output from both internal and external speaker was loud with good clarity in both phones.

Battery life on both phones came to just about a day — average for most Android phones. The only other option for CDMA users is the Samsung Galaxy Pop (₹7,500) that has similar hardware with a 3.2-inch display and a 3MP AF camera with Android 2.2 OS.

Publication	The Indian Express
Date	24 <sup>th</sup> November 2011
Headline	Wild play



## Wild Play

CITY-BASED rock band Zepheroth was declared as the wild card winner of the MTS Red Energy Independence Rock XXVI. The band 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 November 26. 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.



Publication	The Telegraph
Date	25 <sup>th</sup> November 2011
Headline	Battle of the bands and...

## MUSIC

# BATTLE OF THE BANDS AND...



**On** November 26-27, Mumbai's Chitrakoot Gardens will host the grand finale of the MTV & VH1 presents MTS Red Energy Independence Rock-XXVI. The Shillong trio Pip of the Fourth Mother were selected from the Calcutta rounds, held in association with t2, to compete in the all-India finale. The band impressed the judges with a combination of original material, magnetic stage presence and inventive cover of *When I Grow Up* (The Pussycat Dolls).

Pip of the Fourth Mother (**in picture**) will compete against other regional winners from Mumbai, Delhi, Pune and Bangalore. Also competing will be the wildcard entrant Zepheroth, a Pune-based band selected on the strength of their following on social networking sites such as Facebook and Twitter:

Asked how the Pip of the Fourth Mother is feeling in the run-up to the big night, lead singer and guitarist Jason Manners said, "We're excited, but not nervous. What matters is making the crowd feel what we're feeling through the music." The band is looking forward to being back in Mumbai, and meeting fellow music-makers.

Showing the newbies how it's done, professional bands Parikrama, Demonic Resurrection and Split will perform live sets. Calcutta bands Skinny Alley, Cassini's Division, Krosswindz and Hip Pocket will play at Tantra on November 27 — also in association with t2 — as part of the celebrations. The Mumbai show will be broadcast live by MTV and VH1. Stay tuned!

*Lara Choksey*