

Publication	Dainik Jagran
Date	18 <sup>th</sup> May 2011
Headline	MTS started MBlaze high speed mobile broadband service in the district

## एमटीएस ने सूबे में शुरू की हाई स्पीड मोबाइल ब्रॉडबैंड सेवा

लखनऊ, 17 मई (जागरण कार्यालय): एमटीएस ब्रॉड के तहत दूरसंचार सेवाएं देने वाली सिस्तेमा श्याम टेलीसर्विसेज लि. (एसएसटीएल) ने उत्तर प्रदेश पूर्व और पश्चिम सर्किलों में अपनी हाई स्पीड मोबाइल ब्रॉडबैंड सेवा एमब्लेज को शुरू करने की घोषणा की है। एमटीएस इंडिया ने लखनऊ, इलाहाबाद, कानपुर, देहरादून, अलीगढ़, आगरा, बरेली, गोरखपुर, मेरठ, मुरादाबाद और वाराणसी में यह सेवा शुरू की है। इस सेवा को मंगलवार को यहाँ लांच करते हुए एमटीएस इंडिया के मुख्य बिक्री अधिकारी अतुल जोशी ने कहा कि कंपनी फिलहाल देश के 150 से अधिक शहरों में एमब्लेज ब्रॉड अपनी हाई स्पीड मोबाइल ब्रॉडबैंड सेवा मुहैया कराती है। उन्होंने कहा कि पूर्वी और पश्चिमी उग्र इस लिहाज से कंपनी के लिए महत्वपूर्ण बाजार है। कंपनी ने इन सर्किलों में अपनी हाई स्पीड डाटा सेवाओं की पेशकश के लिए लगभग 25 करोड़ रुपये का निवेश तय किया है। इन दोनों सर्किलों में कंपनी की एमब्लेज सेवा को 5000 रिटेल आउटलेट और 50 प्रमुख स्टोर्स के मजबूत नेटवर्क की मदद मिलेगी।



हाई स्पीड मोबाइल ब्रॉडबैंड सेवा एमब्लेज की लांचिंग करते ऑल इंडिया चीफ सेल्स अधिकारी अतुल जोशी व मुख्य परिचालन अधिकारी अरविन्द कुमार जागरण

Publication	The Economic Times
Date	18 <sup>th</sup> May 2011
Headline	'Data segment will help fuel growth in telecom'

## 'Data Segment Will Help Fuel Growth in Telecom'

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Youth, individual customers and small businesses are among the biggest users of mobile broadband services in tier-II & III towns and are in the process also pushing up broadband penetration in these regions, said Chief Sales Officer, MTS India, Atul Joshi. Mr Joshi said that with average revenue per user (ARPU) from voice segment coming down, it would be the data segment which would fuel the growth of telecom sector in the coming years. The telecom player, which has

since the start been focusing on the data besides the voice segment, currently addresses 92% of the data potential in India.

High-speed mobile broadband services is being targeted by all telecom companies with the voice segment revenues under stress and penetration at high levels.

According to a December 2010 TRAI report, broadband penetration in India stands at just 0.8% while teledensity is at 60.99%.

COO, UP-East and West circles, Arvind Kumar said the MTS would launch voice and data postpaid services by June 2011.

Publication	Business Standard
Date	19 <sup>th</sup> May 2011
Headline	ZTE bags SSTL contract

## **ZTE bags SSTL contract**

China-based telecom equipment-maker ZTE Corporation on Wednesday said it has bagged technology expansion contracts from Sistema Shyam TeleServices Ltd (SSTL) for an undisclosed amount. ZTE has won CDMA expansion contracts and EV-DO, a network protocol used by cell phones for wireless internet communications, upgrade contracts for 10 circles of SSTL, which operates under MTS brand, ZTE said in a statement. **PTI**

Publication	Business Standard
Date	19 <sup>th</sup> May 2011
Headline	MTS broadband services in UP, Uttarakhand

## **MTS BROADBAND SERVICES IN UP, UTTARAKHAND**

Sistema Shyam Tele Services Limited (SSTL) on Tuesday launched its high speed mobile broadband service MBlaze in the Uttar Pradesh East and West circles, which covers Uttarakhand also. In the first phase, the services have been launched in 11 major towns — Lucknow, Allahabad, Kanpur, Dehra Dun, Aligarh, Agra, Bareilly, Gorakhpur, Meerut, Moradabad and Varanasi. Besides, MTS has also launched wi-fi router targeted at the enterprise segment. **BS REPORTER**

Publication	The Hindu Business Line
Date	20 <sup>th</sup> May 2011
Headline	Sistema upgrades to next version of CDMA tech

## Sistema upgrades to next version of CDMA tech

### Our Bureau

*New Delhi, May 19*

Sistema Shyam has given a contract to ZTE Corporation for expanding its CDMA-based mobile network in 10 circles.

The operator has also signed a deal with the Chinese vendor for deploying EV-DO Rev.B Phase 2 technology – a technology which enables high speed data access of up to 14.7 Mbps on mobile phones. This is the first time any CDMA operator in the world has deployed this technology.

The EV-DO Rev.B (Evolution Data Optimised Revision B) will commence first in Rajasthan. Most of the other CDMA networks are using EVDO Rev A.

“The commercial use of EV-DO Rev.B technology will greatly enhance the existing service speeds of mobile broadband for SSTL. The technology can further enhance the base station cell capacity, spectrum efficiency and peak rate, achieving high speed rate as high as 4.9 Mbps in single frequency carrier and 14.7 Mbps in three frequency carriers bundle,” said a press statement.

### MOBILE BROADBAND

“This would enable us to cater to the fast growing demand for high speed mobile broadband in the country,” said Mr Vsevolod Rozanov, President and Chief Executive Officer, Sistema Shyam TeleServices Ltd. The operator currently provides high speed mobile broadband services in over 150 towns across India. ZTE and SSTL have been strategic partners since 2008.

The new technology will enable Sistema Shyam to compete with 3G operators which are in the process of launching their services.

Although Sistema does not have 3G spectrum, the company is hoping to fill that gap with the latest version of EV-DO technology. This is important because data subscribers enhance the average revenue per user (ARPU) for operators.