

Publication	The Hindu Business Line
Date	24 <sup>th</sup> March 2011
Headline	Sistema Shyam launches mobile broadband services in AP

# Sistema Shyam launches mobile broadband services in AP

**Our Bureau**

*Hyderabad, March 23*

Sistema Shyam Teleservices Ltd (SSTL), a joint venture between Sistema of Russia, Shyam Group and the Russian Government, on Wednesday launched its high-speed mobile broadband service in Andhra Pradesh, as part of its Rs 30 crore fresh investment in the State.

The service was launched in eight cities in the State, including Hyderabad, Visakhapatnam, Vijayawada, Tirupati and Guntur. "With this, MTS has become the first telecom service operator to provide high speed mobile broadband services at Tirumala Hills," Mr Atul Joshi, SSTL's Chief Sales Officer, told press persons here.

MTS is the global telecom brand of Mobile TeleSystems of Russia. In December 2008, SSTL brought the MTS brand into India under a brand licence agreement MTS. It currently offers the broadband services, under the MBlaze brand, in 130 towns across the country, including 60 towns in south India.

According to the Telecom Authority of India's recent report, the broadband penetration in India stands at just 0.8 per cent, against the teledensity of 60.99 per cent. This



**New launch:** (from left) Mr Atul Joshi, Chief Sales Officer, Sistema Shyam Teleservices, and Mr Suresh S. Kumar, Chief Operating Officer, Karnataka and Andhra Pradesh, launching the MTS 'MBlaze', high-speed mobile broadband services in Hyderabad on Wednesday. — P.V. Sivakumar

translates to a mere 10.3 million broadband connections by the end of 2010. The national Broadband Plan envisages provision of 160 million broadband connections, including 60 million wireless broadband connections, by 2014.

"Hence we see exciting opportunities in the high-speed mobile broadband services. We will remain a data-centric

company with profitable voice services," Mr Joshi said.

Recently, the Russian Government picked up a 17 per cent stake in SSTL for \$ 600 million. "The process of shares transfer to the Russian Government is expected to get closed by the end of this month," he said.

On its IPO plans, he said the company will come out with

an IPO by the end of this year. The size and time of the offering have however not yet been finalised.

The company is offering MBlaze World Cup pack—on recharging with Rs 798, customers will get 5 GB data usage free. Additionally, for every Indian victory in the world cup, MBlaze customers will get 250 MB data usage free.

Publication	Deccan Chronicle
Date	24 <sup>th</sup> March 2011
Headline	MTS bets big on data services biz

## MTS bets big on data services biz

SISTEMA SHYAM Tele-Services Ltd (SSTL), which offers MTS brand mobile services, would focus on catering to the high potential Indian data market, said a top official of the company. Speaking to reporters in the city, Mr Atul Joshi, the chief sales officer of SSTL, said the company has a 30 per cent share in the data market and believe that the the internet market would see an explosive growth." The company would soon get \$600 million from the Russian government, which has bought 17 per cent from Russia-based telecom major Sistema, which is a foreign joint venture partner.

Publication	The Hindu
Date	24 <sup>th</sup> March 2011
Headline	MTS launches data service atop Tirumala

## MTS launches data service atop Tirumala

Special Correspondent

**HYDERABAD:** MTS, the global telecom brand of Mobile TeleSystems of Russia, on Wednesday launched 'MBlaze', a high-speed mobile broadband service at eight locations in Andhra Pradesh including atop Tirumala Hills, thus becoming the first operator to do so.

Sistema Shyam Teleservices Limited (SSTL) Chief Operating Officer (AP & Karnataka Circles) Suresh S. Kumar said the launch of data services across India also coincided with the World Cup.

The MBlaze World Cup Pack with a recharge of Rs. 798 would come with 5 GB of free data usage, he said, adding that additionally, for every Indian victory, customers would 250 MB more, free.

The service was launched today simultaneously in eight cities in Andhra Pradesh, including Hyderabad, Vijayawada, Guntur, Visakhapatnam, Warangal, Rajahmundry and Kakinada.

With this, the service was now available across 60 towns/cities in South India and 130 all over the country, said SSTL Chief Sales Officer Atul Joshi said, adding that SSTL would remain a data-centric company with profitable voice services.

The brand in India was being managed in the name of SSTL, a joint venture between Sistema of Russia, Shyam Group and the Russian government.

With the latest infusion of capital for its data services, the company in just about two years of operations in the country, had invested US \$ 2.2 billion, added Mr. Joshi.

Publication	The New Indian Express
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Headline	Sistema Shyam launches high speed data services in AP

# Sistema Shyam launches high speed data services in AP

ENS Economic Bureau  
Hyderabad, March 23

SISTEMA Shyam Teleservices Ltd (SSTL) on Wednesday announced the roll-out of its high-speed mobile broadband service -- MBlaze -- in Andhra Pradesh (AP). The company, which claims to be adding 50,000 subscribers every month, said it would invest ₹30 crore in AP to roll-out data services.

"AP is an important market for us with a subscriber base of over three lakh. We anticipate that our market share within the state will increase with this launch," said Atul Joshi, chief sales officer, SSTL.

Currently, the company's

voice and non-voice revenues are in the ratio of 90:10 and with the roll-out of data services, it expects to increase the non-voice revenue to about 15 per cent over the due course of time.

MBlaze was launched in November, 2009 and is currently accessible for subscribers in 60 cities in south India.

"We are targeting a market share of about 30-32 per cent within AP over the next few months. For every 100 new subscribers, more than 30 will be our customers," said Suresh S Kumar, Chief Operating Officer, Andhra Pradesh and Karnataka circles, SSTL.

MTS a joint venture be-

tween Sistema and Shyam Group of India, recently, crossed the 10 million customer base and has more than five lakh high speed mobile broadband subscribers. MBlaze offers high speed downloads MTS TV has more than 60 live and video on demand channels.

Within AP, MBlaze has been launched in eight towns including Hyderabad, Vijayawada, Visakhapatnam, Tirupati, Gunatur and Warangal. It can be available in 3,000 retail outlets across the country.

The company has also tied up with 40 organised retail outlets besides 500 IT retail outlets in which it would be bundled with laptops.

Publication	Business Standard
Date	24 <sup>th</sup> March 2011
Headline	MTS bullish on data services

## MTS bullish on data services

BS REPORTER

Hyderabad, 23 March

**S**istema Shyam TeleServices Ltd (SSTL), which offers MTS brand mobile services in 18 circles at present with a licence for 22, plans to be an essentially data-centric operator and sees large potential in the internet services segment given the current broadband penetration level of 0.8 percent compared with 55 percent in voice services.

The CDMA operator, a joint venture between the Russian conglomerate Sistema and Shyam group, today launched its data services in the Andhra Pradesh mar-

ket, its 13th in the segment, and expects to complete the roll out in the rest of the circles by the end of 2011. It plans to invest ₹30 crore in the state roll-out.

Speaking to the media here, Atul Joshi, chief sales officer, SSTL, said, "We have a 30 percent share in the data market. The data business is at an inflection point. We believe the internet market is going to see explosive growth."

The company has invested over ₹ 9,000 crore in its Indian operations since its launch in 2008, and has raised \$ 600 million (around ₹ 2,700 crore) from the Russian government by offloading 17 percent stake from Sistema's holding.

Publication	The Economic Times (ET Casuals)
Date	25 <sup>th</sup> March 2011
Headline	At a glance

**at a glance**

A black HTC MTS Pulse smartphone is shown at an angle. The screen displays a home screen with a large digital clock showing 10:08, a weather widget for New York, and several application icons like Messages, Phone, and Camera. The phone has a 3.2-inch screen and a physical trackball at the bottom.

**FEEL THE PULSE**

For those who want to carry their world in their and access with ease, the new MTS Pulse from HTC provides the option of bringing ones favourite content to the surface of home screen of the phone like twitter, pictures, friends, weather, stocks, email and more than a dozen different clocks. The phone comes packed with a 3.2-inch TFT-LCD capacitive touch-sensitive screen with 320 x 480 HVGA resolution, 5 mega pixel camera with auto focus, up to 32GB of extendable memory (8GB card in the box) and internal onboard memory of 512 MB flash ROM and 288 MB RAM. A unique HTC Footprint feature helps to memorise the footprint by saving photo of a location alongwith a precise GPS position and location information. The phone uses dual band CDMA network and consists of internal GPS antenna. MTS Pulse can also be converted to a modem and connected to local Wi-Fi network for getting high speed internet access.