

Publication	Impact
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Headline	View Tube

36 [CREATIVE ZONE]

View Tube OUR VIEW INTO THE WORLD FOR GREAT ADVERTISING
By Malay Desai

TVC: MTS Homespot-Internet baby returns
From: CreativelandAsia

Launched during the recent India-Pakistan game, telecom firm MTS's new film is for its plug-in WiFi product. Like its first film this month last year, it is set in the maternity during a mother's delivery. Here, the baby, before appearing, goes back in a virtual setting to 'God' and complains that the family he's being sent to doesn't have adequate internet. God reasons with him saying they don't have laptops or computers, to which he replies they have three smartphones, and as they might not afford data charges, he'd rather be born in a richer family. At this point, God plugs the new product and its advantages and the baby, convinced, goes back to the delivery scene.



Do we like  ?

If I have blamed the blooming season of adorable babies, puppies and rabbits in Indian advertising, but MTS here doesn't qualify, for it is only presenting a sequel (or technically, a prequel) to its superb viral of February 2014, 'Internet baby'. It had rather coyly communicated that today's generation knows everything and showed a baby coming out of his mom, logging on to social networks and walking out. 'This one's better - featuring a real life baby and a product in focus to start off with.

MTS, a subsidiary of the Russian conglomerate Skoltech (a worthy stressing out its competitors, Reliance, Vodafone & Co. - in fact Tata's DoCom) launched this sweet way back - but nonetheless, it has had a fresh feed to its ads. The 30 million-rupee worth first film had universal appeal, and its makers have retained the setting for a funnier premise - baby going back to God and complaining about no WiFi in its future home!

Does the filming dovetail to this intriguing idea? Yes, by keeping it simple and inexpensive for the last.

baby's animation might have cost a bomb, the makers don't wander into generic territory, have a sharp focus on the product's advantages and score most brownie points in the baby-God conversation.

The script's hilarious too, evoking the now famous 'Bandini' from the Freecharge TVC, and with lines such as 'smartphone dukaan se chalte hain?', it brings out the laughs on multiple viewings. The message is vastly different than the brand's earlier promise of blazing fast internet (another top film in 2012 featuring Pake P, Player); it's about WiFi being a necessity now.

So does the 5GB data for 499 sounds cool enough to ditch a router? WiFi is speeds be as good - and if yes, well, what about net neutrality? If you're prodded to ponder this, the film's done its job. I suspect it will, unlike internet baby 2014 which turned out to be a nice forward with little brand recall.

In fact, because MTS, there's good news and bad news - I've already received this film over Whatsapp. (I searched for the film but did not find it your browser - <https://www.youtube.com/watch?v=...>)

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Publication	The Times of India
Date	17 th March 2015
Headline	MTS Launches Anniversary Offer on Completing 6 Years in India

MTS launches anniversary offer on completing 6 years in India: Sistema Shyam TeleServices (SSTL), operating under the MTS brand, on Monday announced MTS Anniversary Offer for its voice customers across all its 9 circles. As a part of the initiative, MTS will provide full talk-time to its pre-paid voice customers on a recharge of Rs 87, it said in a release. Besides, customers will also get 500 MB of data with a validity of one month, it added. PTI

Publication	The Financial Express
Date	18 th March 2015
Headline	Sistema Announces MTS Anniversary Offer

Sistema announces MTS anniversary offer

Sistema Shyam TeleServices (SSTL) that operates under the MTS brand has announced an MTS Anniversary Offer with full talk-time to its pre-paid voice subscribers on a recharge of ₹87 across all its 9 telecom circles where it operates, as it celebrates its 6th anniversary in India on March 26. MTS voice customers will also get 1,000 minutes to make local calls to any other MTS number.

Publication	The Economic Times
Date	25 th March 2015
Headline	Sistema to Re-apply to Up Foreign Stake

Sistema to Re-apply to Up Foreign Stake

Seeks to raise foreign ownership beyond 74% after FIPB rejected its proposal in September

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New Delhi: Sistema Shyam Tele-services (SSTL) will clarify all points raised by the government while resubmitting by early April its application to raise foreign ownership in the company beyond 74%, a top company executive said.

The Foreign Investment Promotion Board (FIPB) had last September turned down SSTL's proposal to raise foreign holding beyond the current 74%. The initial proposal had hit a hurdle over confusion about the proposed mode of investment. The Department of Telecommunications had said that the plan would need approval from the Reserve Bank of India, and not the department, as it had been structured like an overseas debt deal and not foreign direct investment.

"The company is currently in the process to submit clarifications to the FIPB observations. We will take up our application with all clarification to the board sometime early April 2015," Executive Director Neera Sharma told ET. "We have got all aspects such as fund structuring explained and will make our representation."

Russia's Sistema JSFC and the Russian government collectively hold nearly 74% in Sistema Shyam. If the FIPB clears SSTL's fresh application, it will enable

the Russians to buy out Indian partner Shyam Telecom, which holds the remaining stake. UK's Vodafone and Norway's Telenor fully own their Indian units.

Sharma was speaking to ET on a day the company, which operates under the MTS brand, declared the fourth-quarter and annual results.

Its net loss for the quarter widened from a year earlier, hurt by higher sales and marketing costs and forex losses. Revenue rose 17% as subscribers used more of its premium data services.

For the full year, net loss narrowed to ₹1,638 crore from ₹2,694.2 crore in 2013, while revenue rose 10%.

If FIPB clears SSTL's fresh application, it will enable Sistema JSFC and Russian govt to buy out Shyam Telecom, which holds remaining stake

The company operates CDMA-based services in nine telecom circles under the MTS brand. It expects data revenue to be as much as 50% of total revenue by the end of 2015.

Sistema isn't participating in the ongoing sale of airwaves, cit-

ing high base prices. As a result, it needs to figure out ways to get more airwaves to offer 4G services, deepen its existing services in its own and new circles, and would look towards trading and sharing of airwaves, which though aren't allowed as yet.

"Given the success of the spectrum auctions, we now look forward to the government to bring out a clear roadmap on spectrum sharing and trading," India Chief Executive Dmitry Shukov said.

Sistema has intra-circle roaming pacts with Reliance Communications and Tata Teleservices.

Publication	The Hindu Business Line
Date	25 th March 2015
Headline	Spectrum Auction May Set Off A Slew of Collaborations: SSSL

Spectrum auction may set off a slew of collaborations: SSSL

OUR BUREAU

New Delhi, March 24

Telecom company Sistema Shyam TeleServices (SSSL), which operates through the MTS brand in India, on Tuesday said it expects lot of collaborations subsequent to the spectrum auctions.

"A lot of partnerships between other players are expected once this auction ends. We don't know who will be winner of the 800 MHz, but we will have negotiations with others to provide services," Dmitry Shukov, Chief Executive Officer, SSSL, said.

Sharing airwaves

The company is waiting for the guidelines for sharing and trading of airwaves for its business expansion, he said. The company uses 800 MHz, which is also known as CDMA spectrum, to provide mobile services.

Dmitry said since lot of data

The company is put off by the high reserved prices and is not bidding in the ongoing spectrum auction.

flow happens post spectrum auctions, the ecosystem for devices will also grow and companies will co-ordinate strategies to each other for services and to upgrade the existing equipments.

"There will be a good development of the overall industry in the next two-three years as this auction will be a growth driver for coverage," he added.

Abstaining

However, SSSL is put off by the high reserved prices and is not bidding in the ongoing spectrum auction.

The company was the lone bidder in the CDMA spectrum auction held in March 2013,

which purchased fresh airwaves only in eight circles. At present, the company has operations in nine circles including Delhi, Kolkata, Gujarat, Karnataka, Tamil Nadu, Kerala, Uttar Pradesh (West), West Bengal and Rajasthan.

Quarter results

Meanwhile, the company announced its results for the fourth quarter ended December 31, wherein it reported a net loss of ₹481.4 crore due to increase in forex losses.

It had posted a net loss of ₹445.5 crore in the corresponding period previous year.

However, SSSL's revenue grew by 17 per cent at ₹351 crore during the quarter as compared with ₹300 crore in the October-December quarter in 2013.

The company reported mobile subscriber base of around 90 lakh as of December 31.

Publication	The Times Of India
Date	25 th March 2015
Headline	SSTL Loss Widens to Rs 481 cr in Q4

SSTL loss widens to ₹481cr in Q4

New Delhi: Sistema Shyam Teleservices, which operates mobile services under MTS brand, on Tuesday reported widening of its loss to Rs 481.4 crore during the fourth quarter ended December 31, mainly due to currency fluctuation. "The forex loss on year-on-year basis was about Rs 110 crore. This is not in our control" SSTL chief financial officer Sergey Savchenko said. The company had posted loss of Rs 445.5 crore in the October-December quarter of 2013. PTI

Publication	The Financial Express
Date	25 th March 2015
Headline	More Demand for 800 MHz of CDMA Band will Help Us, Says SSTL

More demand for 800 MHz of CDMA band will help us, says SSTL

Sanjay Singh

New Delhi, March 24: Sistema Shyam Teleservices (SSTL) has said higher demand for 800 MHz of CDMA band in the ongoing spectrum auction will help it further develop the ecosystem in this band of spectrum, which has largely been ignored owing to limited telecom players using this spectrum band so far.

SSTL, which is not participating in the ongoing spectrum auction, said it is hopeful that with better ecosystem coming up for 800 MHz band will help them in trading and sharing of this spectrum. The company is now desperately waiting for the new guidelines to stay afloat in the Indian telecom sector.

SSTL, which operates in nine telecom circles on 800 MHz band of CDMA spectrum said telcos have hardly bid in the telecom circles where they operate as the spectrum in this band available in these circles is not contiguous.

"We will hardly be affected even if there is higher activity in the auction for 800 MHz band. Instead, the more better the ecosystem we have for 800 MHz, the more we would be comfortable," said an SSTL official.

Besides SSTL, Reliance Communications (RCom) and Tata Teleservices (TTSL) operate using CDMA technology and share less than 24% market in India's telecom sector, while 76% is run using GSM technology.

Currently, SSTL operates in nine circles namely Delhi, Kolkata, Gujarat, Karnataka, Tamil Nadu, Kerala, Uttar Pradesh (West), West Bengal, Rajasthan of the total 22 telecom circles in the country.

Meanwhile, SSTL's CEO Dmitry Shukov Shukov sharing details of the financial result for October-December quarter of 2014 said its non-voice revenues grew by 11.5% during the quarter, contributing 47% of the total revenues, the highest in the industry.

"One of the key reasons for improvement in our data revenues was due to expansion of our HSD (high speed data) services across all our circles," he added.

Publication	The Economic Times
Date	28 th March 2015
Headline	BRICS Should Jointly Counter Software Monopoly Issue

ET Q&A

NIKOLAY A NIKIFOROV
Russia telecom minister

Russia has raised concerns over India's spectrum auction rules

Brics Should Jointly Counter the Software Monopoly Issue

Russia has proposed a united front of the five major emerging economies to take on the global dominance of the US and the companies based there in the app and software ecosystem. In an exclusive interview with **Romit Guha**, Russian telecom minister Nikolay A Nikiforov said his country wants India and other Brics nations to support, through investments and infrastructure, developers working on mobile apps, operating systems, data base and office applications, among others, to end US monopoly. He raised concerns over India's spectrum auction rules that saw MTS, a leading telecom provider in Russia, pull out of the sale. Edited excerpts:

What is your view of the Indian telecom sector?

With around 900 million active subscriptions, India definitely creates business opportunities. On the other hand, we see the dramatic competitiveness between different operators and a lot of spectrum fragmentation. While intensive competition is good for customers because of the low prices, it really does not leave enough investments for any market players, as a result, we sometimes don't have enough network capacity, quality. This issue has to be discussed from the ministry perspective.

MTS couldn't be a part of ongoing auctions...

The biggest issue now, which is challenging MTS's basic business plan, is conditions for auctions in 2013. The conditions did not assume any further payments for rearrangements/reallocations. But today, in 2015, we realise there is a statement from the telecom department that any reallocation for contiguous spectrum would finally require extra payment. We believe that for the assigned time frame (20 years), conditions should not be altered.

Isn't the road ahead bleak for MTS?

We think the request for the extra payment was the major reason why SSTL (Sistema Shyam TeleServices Ltd that operates its telecom services under the MTS brand) did not participate in the current auctions, as it did not comply with its initial business case. One option for MTS is spectrum sharing and trading rules. We hope the government releases these, say within two-three months. We want to increase our spectrum basket by directly talking to operators without DoT involvement.

But there is no surety on the announcement...

Such ambiguity seriously concerns us. But we believe this (sharing/trading) document will be re-



leased soon because the industry needs. Even sharing is enough. This could be a game changer in Indian market. In our band, the next auction will be in 2021. But we have to improve spectrum basket.

Will the Russian government be willing to support any M&A from MTS?

We are ready to discuss and support any proposals from this company. However, we would like to see this document, as the M&A policy hasn't been released as yet. The industry is ready but ambiguity on rules of the game stops us from taking steps. But I am here to say the company is ready to invest.

What else do you have on your agenda?

We also discussed some serious preparations in the app/software area. Today, the whole world is suffering because of the real monopolisation of this app/software ecosystem by just one country, and probably several companies. On one hand, you do have some huge R&D centres in India, and have thousands of developers sitting in India, and getting salaries, but the profits and value is added to a company sitting overseas. Many countries in the world are suffering due to this monopolisation. One issue is information security that was unleashed by the Snowden case. But the world has not been able to overcome this monopoly.

We are suggesting that we unite our efforts, especially in the Brics ecosystem. The political role of Brics is really getting important. We suggest that we should jointly counter the monopoly issue.