



## More Happiness for S Tel subscribers in Himachal Pradesh

*Enjoy full talk time by recharging during happy hours*

Shimla – New Delhi, 18 April 2011: S Tel, Apka Apna Phone, is all set to bring more happiness in the lives of its HP subscribers with announcement of launch of its 'Happy Hours' offer today. S Tel with this innovative concept, also *first time ever* in the market, presents to its subscribers an offer that is designed to suit their pocket and also let one enjoy full talk time on recharge denomination as low as Rs.30 and onwards with zero restriction on offer validity. S Tel introduced this innovative and simple offer to free the subscribers from the confusion caused by the plethora of plans available in the market and to provide them with the maximum benefit possible. S Tel subscribers with 'Happy Hours' offer now have the freedom and flexibility to avail full talk time on a recharge chosen anytime between 9 am to 11 am.

Speaking on the occasion, Mr. Aravind Santhanam, COO, S Tel, stated, " *S Tel will continue to be consumer centric service provider, making it the consumers' Apna Phone. This is in continuation of the S Tel brand philosophy of inspiring inclusiveness with the consumers of the state. With its simple & transparent offerings, trend setting product concepts, company witnessed huge consumer traction across its markets in year 2010. As we forge ahead in year 2011, our efforts will be further aligned to bond with the subscribers emotionally & to suit their specific needs and budget.*"

S Tel now boasts of over 4 lac subscribers accessing its service across the state.

Present on the occasion, Mr. VK Rajkumar, Chief Sales and Marketing Officer, S Tel further added, " *The Happy Hour concept is 'first time ever', 'one of a kind' offering that was constructed keeping in mind core telecom need of HP subscribers where they could get benefits equivalent to what they pay for. This unique offering presents to our subscribers full talk time on a recharge denomination as low as Rs.30 without any validity clause. This innovation for HP market based on 'Inspiring Inclusiveness' is a determined step towards establishing a stronger connect with our market & extend its heartfelt thanks to over 4 lac S Tel subscribers for choosing its telecom services.*"

In December 2009, S Tel began a memorable journey together with Himachal Pradesh, followed by launch of other circles, now has established its footprints across above 50 towns & major cities including Kullu, Kangra, Mandi, Baddi, Shimla, Bilaspur, Hamirpur, Parwanoo & Solan and close to 7000 villages in the state. S Tel products are easily available through its deep rooted network of more than 6000 *point of sales* (POS) through a strong network of over 35 committed distributors

Adding on to the occasion, Mr. Rudra Dash, Chief Operating Officer, S Tel Himachal Pradesh said, " *S Tel's success in Himachal Pradesh is entirely attributed to the trust shown by its subscribers in the region. We extend our gratitude to people of the state, who have reciprocated with warmth & enthusiasm and believed in our brand philosophy of "Proud to belong over the last one year. We would continue to innovate relevant products and services to endlessly keep meeting choice of their needs and remain as their 'Preferred choice' of service provider in HP market.*"

The company also offers competitively priced VAS services on SMS, Voice and Data platform that is localized & delivered in local languages and dialects. These services include Astrology by a Live Pundit and Caller Tunes which consist of more than 5000 songs by famous singers.

S Tel recently enhanced its WAP and GPRS services for its subscribers across its markets at special price points. Keeping up with its efforts to meet the unmet needs of its subscribers, S Tel has revamped its content rich WAP portal, S Tel Adda, to give it a fresh, new and attractive feel. Subscribers can also enjoy high speed internet access and downloads through S Tel's GPRS service- E Life.

With facilities like SIM replacement, balance transfers, exclusive & affordable calling packs for its Nepali and Tibetan subscribers, channel partners enjoying preferential treatment through its 'I CARE' center, S Tel has always mandated customers core needs as its mandate for delivering world class services.

S Tel customer care in Himachal Pradesh can be reached at 9129012345 from any landline or mobile number. Besides this, S Tel users can access the toll free customer care number 1212.

#### **About S Tel Private Limited (S Tel)**

S Tel Private Limited (S Tel), a new telecom operator which launched services in India in December 2009, is a joint venture between Siva Group (formerly Sterling Infotech Group) and Bahrain Telecommunications Company (Batelco).

Headquartered in NCR region of Delhi, S Tel earlier acquired Unified Access Services Licenses (UASL) and spectrum to operate in circles – Odisha, Bihar, Himachal Pradesh, North East, Assam and Jammu & Kashmir. S Tel is also the youngest telecom operator to have bagged 3G licenses in the recent spectrum auctions in India. The company has planned an investment Rs. 700 crores for 3G spectrum acquisition and roll out of services.

Siva Group is a USD 3 billion group (about Rs.14,000 crores), with diversified business interests in verticals such as wind energy, shipping & logistics, hospitality & realty, media, EPC, education and agro business. Bahrain headquartered Batelco is a diversified, integrated telecommunications operator with Mobile, fixed and wireless broadband, Datacom and fixed line services. It has operations in 7 markets across the Middle East, North Africa and Asia.

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