

Enjoy your best tariffs with S Tel “Chote Miyan Bade Miyan” series

-Now a plethora of attractive products to match your needs at a price of your choice-

Bhubaneswar, 13 July, 2011: S Tel, *Apnakara Nijara Phone*, aligned to its philosophy of simple, uncomplicated and hassle free offering, today announced a series of attractive tariff plan under a common umbrella of CHOTE MIYAN BADE MIYAN for its subscribers in Odisha. S Tel subscribers can now choose a plan of their choice to match their budget and specific needs from a plethora of larger (*Bade Miyan*) as well as smaller denomination (*Chote Miyan*) plans comprising of rate cutters, bulk minutes for every segment (*Local, STD, ISD*) along with SMS and GPRS packs.

Commenting on the occasion, **Mr. Shamik Das, CEO, S Tel** said, *“During recent surveys conducted by S Tel, it was found that most customers were not aware of the Special Tariff Benefits beings offered by various operators. More so, these offers were so confusing that they were not able to compare them as well. True to S Tel philosophy of offering simple and uncomplicated yet attractive products, company has created a simple bouquet of products under 2 ranges – **CHOTE MIYAN** and **BADE MIYAN**. It is a series of chosen product packaged to match customers largest to the smallest communication needs.”*

He further added ,” S Tel will continue to position itself as ‘simple’ & ‘transparent’ brand that speaks the language of the local people, ‘belongs’ to them, and seeks to ‘uncomplicate’ & ‘demystify’ the lives of mobile user. The brand’s purpose is to inspire inclusiveness, which resonates in everything it does – be it our tariffs, VAS, customer care or distribution. S Tel’s baseline ‘Apnakara Nijara Phone’ is a true reflection of this spirit.”

From two ranges - **CHOTE MIYAN** and **BADE MIYAN**, all products under first range '**CHOTE MIYAN**' come with 30 days validity and have in-built talktime of Rs.10. The customer can enjoy choice of products like - **SMS Dhamal** that gives first 100 SMS (Local + National) free every day or **1p/2s Calling Karnama** , offer that allows first 10,000 sec of Local & STD calls@1p/sec , making STD call as cheap as Local call. Similar attractive offer in this range include – **GPRS Ka Maza, Flat Rate Kamal, Local S Tel masti & ISD dhamaka**.

Similarly, **BADE MIYAN**, as the name suggests gives a larger benefit to its customers – a whopping validity of 90 days and in-built talk time of Rs.30. The second range packed with portfolio of products ranging from **ISD dhamaka** which gives to consumers lucrative first 5000 sec to Nepal& Gulf @10p/sec or **Flat Rate Kamal** with attractive tariffs as low as 30p/min for local calls & 40p/min for STD calls. **SMS Dhamal**,

GPRS ka Maza, 1p/2p calling karnama or Local S Tel Masti complete the bouquet of choices in this range.

The details of CHOTE MIYAN BADE MIYAN series can be seen from table of benefits below:

Bade Miyan series - Talktime Rs.30 - Validity - 90 Days			Chote Miyan series - Talktime Rs.10 - Validity - 30 Days		
Recharge Amount	PACK	BENEFITS	Recharge Amount	PACK	BENEFITS
61	SMS Dhamal	1st 100 SMS (Local+National) everyday free. Post free SMS, All sms @ 40p/sms	31	SMS Dhamal	1st 100 SMS (Local+National) everyday free. Post free SMS, All sms @ 40p/sms
62	GPRS Ka Maza	1 GB GPRS FREE every day	32	GPRS Ka Maza	1 GB GPRS FREE every day
63	Local S Tel Masti	666 Local Onnet mins free. Post free mins 9p/min Local onnet call	33	Local S Tel Masti	333 Local Onnet mins free. Post free mins 9p/min Local onnet call
64	1p/2s calling karnama	1st 15,000 secs of local & STD calls @1p/2sec. Post 15,000 secs local @1p/2sec and STD @1p/sec	34	1p/2s calling karnama	1st 10,000 sec of local & STD calls @1p/2sec. Post 10,000 secs local @1p/2sec and STD @1p/sec
66	Flat rate kamal	30p/min local calls, 40p/min STD calls	36	Flat rate kamal	30p/min local calls, 40p/min STD calls
67	ISD Dhamaka	1st 5000 sec Nepal & Gulf @ 10p/sec. Post 5000 secs call Nepal & Gulf @ 18p/sec	37	ISD Dhamaka	1st 2000 sec Nepal & Gulf@ 10p/sec. Post 2000 secs call Nepal & Gulf @ 18p/sec

Excited on launch of new series, **Mr. Aravind Santhanam, COO, S Tel** said, *“S Tel prides itself in being an operator of choice for its subscriber making it truly **‘Apnaka Nijara Phone’**. With introduction of the **‘CHOTE MIYAN BADE MIYAN’** series, we have given our subscribers in Odisha the recharge options that cater exclusively to their usage requirements and budget. The series has been launched keeping in mind the different needs of the consumers ,be it rate cutters or bulk minutes ranging from SMS, Local, STD or ISD calls ,along with SMS and GPRS pack. S Tel has in the past & going forward will continue to bring unique and simple concepts to the consumer that will be packaged to meet their unaddressed telecom needs.”*

He further added, *“With footprints across 112 census towns and 6070 villages in Odisha through 17,000 strong retail network and 63 distributors, S Tel customers can now ask for their favorite Bade Miyan or Chote Miyan plan from their convenient retail point.”*

In the recent past, S Tel had launched *Ghar Baithe Mann Chahe plan chune*, a unique **‘Self recharge’** concept for its subscribers. It also introduced a fascinating product to get connected to STEL – FRC 108. This pack enabled any new subscriber to come on board and enjoy free local talktime and free internet upto 90 days continuously for a mere Rs. 108.

Targeting the youth segment, S Tel introduced Mobile Internet services that provide Unlimited Download option across Daily, 10 Day and Monthly Plans. With each recharge consumer stands to get Free! Talk time. S Tel Adda WAP portal offers FREE browsing on subscribers WAP enabled phones where one can download ringtones, wallpapers, themes, videos, animations and games. S Tel has also introduced two Voice based service called **Love Zone** which provides love tips, shayari, and **Mirch Masala zone** that

provides bollywood gossips, movie and music reviews and celebrity talk. This service is available on weekly subscription with unlimited usage.

S Tel also offers a basket of competitively priced VAS services on SMS and voice platform. S Tel's premium SMS alerts come at just Re.1/SMS. Consumer can subscribe to different SMS Subscription Alerts, Cricket, Jokes and Health at just Rs. 15 per month. At Re 1 they can also access voice portal services focused on mobile education, exam results, government jobs etc. Subscribers can also make new friends with Hum Tum, a voice based chat service.

S Tel customer care in Odisha can be reached at +919132012345 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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