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Start enjoying free calls and internet everyday with SUK 99

- S Tel presents special bonanza offer with 90 days validity -

Guwahati, 22 July, 2011: S Tel, *Apunar Nijor Phone*, recently introduced special **Start up Kit - SUK 99**, a bonanza offer bundled with free minutes every day and daily data usage at the cost of one with inbuilt longer validity for its subscribers in the state of Assam.

Commenting on recent launch, **Shamik Das, CEO, S Tel** said, *“Keeping consumer at the centre of its business, our aim has always been to bring better choice to the consumers, at convenient tariffs & tailored to match their communication needs. SUK 99 offers our consumers the choicest of benefits in one single product with a longer validity. Forging ahead, our efforts will be aligned to bond with the people of Assam, emotionally and beyond transactional aspects. S Tel’s baseline ‘Apunar Nijor Phone’ is a true reflection of this spirit”*

He further added, *“S Tel will continue to place 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.”*

Startup Kit @Rs.99, once activated, let’s S Tel subscriber enjoy a multitude of benefits for a onetime cost with longer validity of 90 days. With this starter kit consumers gets everyday 10 minutes free for First 30 days, 5 minutes local call free everyday for next 60 days and 1 MB daily for 90 days along with talk time of Rs.5.

Consumer can avail SUK 99 benefits as soon as **first call** is made.

Benefit 1	<ul style="list-style-type: none"> •10 min local call free every day •First 30 days
Benefit 2	<ul style="list-style-type: none"> •5 min local call free every day •31st– 90 days
Benefit 3	<ul style="list-style-type: none"> •1 MB download free every day • First 90 days
Talk Time	<ul style="list-style-type: none"> •Rs.5 (Core Talk time)



Adding on the occasion, **Aravind Santhanam, COO, S Tel** said, “We have conducted extensive market research to determine the exact needs of our consumers and then come up with Special Start up Kit - **SUK 99**. The special **SUK 99**, suitably packed with multiple benefits, enables any new subscriber to come on board and enjoy free minutes every day & daily data usage up to 90 days continuously for a mere spend of Rs. 99. By way of innovation, we aspire to make benefits of mobility accessible to a large section of society. S Tel is determined to deliver essential and richer communication services (i.e. Voice or Data) that benefit people at every tier of the state.”

Recently, S Tel had launched *Ghar Baithe chune Mann Chahe plan*, a unique ‘**Self recharge**’ concept for its subscribers.

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 Assam and North East can be reached at 9127012345 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.

Media Contacts:

S Tel Pvt Ltd

Manisha Gakhar +919650590812/ manisha.gakhar@stel.in

Corporate Voice Weber Shandwick

Priyanka Seth +91 9810449951/ priyankaseth@corvoshandwick.co.in