



# S Tel launches GSM service in India

*Announces plans to launch in six growth circles soon*

*Offers consumers choice of two most sought after tariff plans*

## ***Starts operations in Himachal Pradesh***

*To span 50 cities & towns as well as 7000 villages across the state by month end*

**New Delhi, 17th December, 2009: S Tel Pvt Ltd**, a joint venture between Siva Group (formerly Sterling Infotech Group) and BMIC Limited, a subsidiary of Bahrain Telecommunications Company (Batelco), announced its plans to launch its GSM mobile services in India. The company **today commenced operations beginning with the state of Himachal Pradesh**. Telecom circles for which S Tel has licences are Odisha, Bihar & Jharkhand, Jammu & Kashmir, Assam and North East.

Addressing an august gathering in Himachal Pradesh on the occasion of launch, representatives from Siva Group and S Tel appraised the audience on company's plans for India. To cater to the needs of its target segment, the company announced tariffs that aspire to make the Indian consumer's life simple since they are easy to understand and transparent with no hidden surprises. The company launched two most preferred tariff plans which will charge the consumer @ **1 paisa/ second** and **50 paisa/ minute** respectively, both for STD and Local outgoing calls. Both the plans come with a special benefit of 60 minutes of free local calls per month for a period of 3 months. In addition, to sweeten the tariff the company has announced 3 Special Tariff Vouchers (STVs) of Rs. 9, Rs. 149 and Rs. 1499. On availing these, the consumer will gain 60 minutes of free outgoing local calls to any network per day for a day, month and year respectively. These have been offered by the company to appeal to a wide audience with light, moderate and heavy mobile usage.

Speaking on the occasion, **Mr. P. Swaminathan, Director, S Tel and President, Siva Group**, said, *"The goal of Siva Group is to make advanced technologies work for the benefit of the common man. We are committed to creating an efficient business model aimed at community welfare. Mobile telephony is without doubt the most explosive development in the Indian infrastructure history. With the number of mobile users expected to double by 2015, we are now entering another exciting phase in telecom growth. The six circles that S Tel is entering in, is where the next wave of growth lies. We are excited to be playing our part in the growth of this critical sector contributing to India's economic growth and competitiveness."*



Speaking on the occasion, **Mr. Shamik Das, Chief Executive Officer, S Tel** said, *“The six growth circles with a population of 226 million people provide us an opportunity to deliver a tailored, relevant value proposition. Launch of S Tel’s services will enhance mobile penetration in these circles and rapidly bring benefits of technology and communication networks to people in these regions.*

*“Our brand values of ‘uncomplicating and demystifying’ telecom to the Indian consumer will resonate in everything we do – be it our tariffs, VAS, customer care or distribution. Our value proposition is an honest brand that speaks the language of the local people, product and service offering that is simple & transparent, customer care that is sensitive and swift, a network that is congestion free, reliable, provides superior voice clarity and a distribution network that allows product accessibility at consumer’s doorstep. Through a combination of these and our best-in-class partnerships, we intend to positively impact the lives of people in these circle,”* he added.

Speaking on the occasion of the launch in Himachal Pradesh, **Mr. Balwinder Chawla, Chief Operating Officer, Himachal Pradesh and Jammu & Kashmir, S Tel** said, *“Himachal Pradesh marks a strong entry point for our Indian strategic intent. Our strategy of simplifying the life of Indian consumer showcases our commitment towards the consumers and we hope that our stand will be vindicated by the trust and acceptance of our audiences here.*

*“By year end, S Tel products and services will be accessible by more than 60% of the population in Himachal Pradesh spread across 50 cities & towns including Kullu, Kangra, Mandi, Baddi, Shimla, Bilaspur, Hamirpur, Parwanoo and Solan. Beyond this, we will also be present in 7000 villages,”* he added.

Besides a robust traditional distribution network, S Tel will leverage Non Traditional channels (NTCs) to make its products available at the consumer’s doorstep. NTCs will include business units such as insurance agencies, cable operators, courier services & Ground Panchayats that are characterised by high customer interaction touch points.

The company has a host of VAS services packed with localised content that is relevant to its audience. Besides Astrology, Bollywood and Cricket & Sports, the portfolio of VAS services have tips on devotion (Gita, Bible, Gurbaani, etc), career & education (interview & exam tips) as well as female care (beauty, cookery, fashion, etc tips). S Tel has entered into an agreement with Indiatimes.com to offer rich localised content to its consumers.

In line with its promise to be transparent, the company will seek double consent of the consumer before delivering & charging them for VAS. Taking simple & transparent charging to prepaid customers a step



further, the company will leverage sophisticated applications to eliminate top customer care complaints – Negative Balance & Partial Billing. The company has a dedicated call centre to attend to VAS related customer queries.

Consumers in Himachal Pradesh can reach customer care at 1212 and 9129012345.

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

S Tel Private Limited (S Tel), a new telecom operator in the Indian marketplace, is a joint venture between Siva Group (formerly Sterling Infotech Group) and Bahrain Telecommunications Company (Batelco).

Headquartered in NCR region of Delhi, S Tel has acquired Unified Access Services Licenses (UASL) and spectrum to operate in six Category C circles – Odisha, Bihar, Himachal Pradesh, North East, Assam and Jammu & Kashmir. These licenses will enable the company to provide Unified Mobile service, wireless broadband and innovative Value Added Service (VAS) covering a population of over 226 million across these circles.

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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