



## S Tel's launches the never before “SELF RECHARGE” concept

**-Now a plethora of attractive products with easy accessibility at your fingertips-**

**Shimla, June 02, 2011:** S Tel, *Apka Apna Phone*, aligned to its philosophy of simple, uncomplicated and hassle free offering, today announced the launch of latest *Ghar Baithe Mann Chahe plan chune* concept- ‘Self Recharge’ for its subscribers in Himachal Pradesh. S Tel customers can now choose a plan of their choice to match their budget everyday through a simple product activation code and recharge by themselves anywhere. Subscribers will now be able to enjoy a plethora of S Tel products at lower denominations with validity of 1 day.

This consumer friendly concept will bring power in user’s hand and ease of recharge option. The subscriber can simply type \*123\*<Recharge Amount># to avail product benefit. The Recharge amount would be deducted from core balance and the product benefit would be activated.

रीचार्ज मूल्य	एक दिन की वैधता वाले ऑफर	कोड
1	111 सेकंड लोकल एवं STD कॉल फ्री; S Tel से S Tel लोकल SMS @ 1 पैसा	*123* 1#
2	S Tel से S Tel लोकल कॉल 2000 सेकंड फ्री; S Tel से S Tel लोकल SMS @ 2 पैसा	*123* 2#
3	तिब्बत एवं चीन में कॉल करें @ 3 पैसा/सेकंड	*123* 3#
4	अनलिमिटेड GPRS	*123* 4#
7	777 सेकंड लोकल एवं STD कॉल फ्री; S Tel से S Tel लोकल SMS @ 7 पैसा	*123* 7#
8	रात 8 बजे से सुबह 8 बजे तक; 8000 सेकंड S Tel से S Tel लोकल; 800 सेकंड अन्य लोकल; 80 MB GPRS; S Tel से S Tel लोकल SMS @ 8 पैसा	*123* 8#
9	नेपाल में कॉल करें @ 9 पैसा/सेकंड	*123* 9#

Commenting on the launch, **Mr. Aravind Santhanam, Chief Operating Officer, S Tel** said, “After introducing many fresh consumer-centric concepts in the telecom market, we are happy to bring another new ‘Self recharge’ concept to our markets. With this new offer, user has an easy recharge access, that caters not only to their usage requirements but also gives them the convenience of a recharge option on their fingertips, at all places and all

*times. S Tel has in the past & going forward will continue to bring unique concepts to the consumer that will be packaged to meet their unaddressed telecom needs. ”*

Present on the occasion, **Mr. VK Rajkumar, Chief Sales & Marketing officer, S Tel** said,

*“This unique concept was constructed keeping in mind daily and ever changing communication need of our customers where they could get amazing usage options for just Rs1 , Rs2. Rs. 3 and many more easy and attractive recharge options and the power to choose Ghar Baithe.”*

*“S Tel prides itself in being able to identify and cater to the emerging needs of the communities. Besides newly launched ‘ Self Recharge’ concept , the consumer has choice of recently introduced novel product- FRC 108 which offers daily 10 minutes local call free for 30 days, with a talk time of Rs. 20 and lifetime validity to the subscribers. The aim is to ensure that our products fill in the subscriber need gap thus making S Tel truly “Aap ka Apna Phone”, he added.*

In the past, S Tel pioneered with TTFT (Talk today Free Tomorrow), Bonus Plus and similar concepts. With this innovative introduction of ‘Self Recharge’ S Tel sets another example of its customer-centric philosophy, aimed to simplify lives of its subscribers.

For mobile subscribers, especially the youth segment, S Tel has further enhanced its WAP and GPRS services across its markets at special price points. S Tel now offers a bouquet of exciting data services customized to each region which includes services like “Hum Tum” Voice chat and *high speed GPRS* services.

S Tel customer care in Himachal Pradesh can be reached at +919129012345 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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