



Enjoy Flexible, Simple, Full Talk time offer with S Tel's FRC 49

Full talk time for 6 months on recharge of Rs.30 or more

Patna, March 17, 2011: S Tel, **Apka Apna Phone**, recently introduced 'FRC 49 ' (First Recharge Coupon) for new subscribers in Himachal Pradesh. The offer allows subscribers to enjoy **FULL** talk time for **180 days** on all recharge top up of **Rs. 30 or more** and is also available on E Top ups. Apart from benefits that come with offer, consumer also gets to enjoy additional **3000 sec** local calling valid up to **30 days** which adds like an icing on the cake for subscribers choosing S Tel as its preferred service provider.

FRC 49 (First Recharge Coupon) is one of the simplest and pocket friendly offerings available in Himachal Pradesh market.

Commenting on the unique offering, **Mr. Raj Kumar, Chief Sales and Marketing officer, S Tel** said, *"Keeping in mind the plethora of offers in the market confusing the subscribers, S Tel presents portfolio of products which help subscribers make simple and flexible choices as per one's need. The new FRC 49 allows first time subscribers to enjoy FULL talk time on their recharge at a value point that suits their need and pockets with top up values ranging from 30 to 10000. And offer becomes even better with longer validity period spanning over a period of six months. By further bundling free 3000 local seconds on the offer for its new customers, S Tel adds vibrant colors in life of its consumer on the occasion of HOLI festival . Our subscribers can remain assured that S Tel will continue to bring many more enhanced value propositions in time to come."*

In addition, S Tel is all set to connect with its Cricket fans this season with opening of contest **"Bano S Tel ka Voice Artist"–Vijaybhawa Contest**, where subscribers can record their best wishes for the Indian Cricket Team by dialing 57890. The message in the best voice will be declared as the winner of the contest. This World Cup S Tel will also provide its subscribers with **World Cup Cricket Score updates** on their mobiles through SMS.

For more details, S Tel customer care in Himachal Pradesh can be reached at 9128012345 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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