



This World Cup S Tel brings exclusive cricket trivia for its subscribers

“Bano S Tel ka Voice Artist” – Vijaybhawa Contest and World Cup Cricket Score update

Shimla, 23 March 2011: S Tel connects with Cricket fans this World Cup season, with **World Cup Cricket score update**, ‘**Bano S Tel ka Voice Artist**’- **Vijaybhawa contest** and exclusive **World Cup packages**.

With soaring cricket fever, “**Bano S Tel ka Voice Artist**”– **Vijaybhawa contest** presents an opportunity for **one lucky winner** to bag a **Voice Artist Contract with Unisys for S Tel** and get a chance **to record an IVR based portal for S Tel**. In order to enroll for the contest, S Tel subscribers can record their best wishes for the Indian Cricket Team by dialing the shortcode 57890. The voice with the best message will be declared as the winner and become the voice of S Tel. A subscriber may keep recording multiple greetings till they feel it’s their best.

The contest is open till the **2nd April 2011!**

Complementing the cricket fever, S Tel customers can subscribe exclusive World Cup packs depending on their interest, can either choose updates for all World Cup matches or only for India specific matches or even subscribe for daily Cricket packs for daily match updates.

Name	MRP	Benefit	Activate	De-activate	SMS Number
World Cup Series Pack	Rs. 35	For the entire World Cup series. To get alerts for all 49 matches across 43 days of cricket	ACT WORLD	DACT WORLD	58916
India Matches Pack	Rs. 27	For only India Matches and to get score updates	ACT IMW	DACT IMW	58916
Daily Pack	Rs. 7	Follow all the matches on a particular day and to get score updates	ACT CDM	DACT CDM	58916

This World Cup, S Tel will also provide subscribers with World Cup Cricket Score updates on their mobiles on SMS.

S Tel has further enhanced its WAP and GPRS services for its subscribers across its markets at special price points. Keeping up with its philosophy to meet the unmet needs of its subscribers, S Tel has revamped its content rich WAP portal, **S Tel Adda**, to give it a fresh, new and attractive feel. Subscribers can also enjoy high speed internet access and downloads through S Tel's GPRS service- **E Life**.

The company offers competitively priced VAS services on SMS, Voice and Data platform that is localized & delivered in local languages and dialects. These services include Astrology by a Live Pundit, Mobile Radio, Voice Chat, Jobs on Phone and Caller Tunes which consist of more than 50000 songs by famous singers.

S Tel's premium SMS alerts come at just Re.1/SMS. Its subscribers can now subscribe to different SMS Subscription Alerts across Cricket, Jokes and News at just Rs. 15 per month. Also at Re 1 they have access to voice portal services focused on mobile education, exam results, government jobs etc. Subscribers can also listen to non-stop music on S Tel Apni Dhun, mobile radio service, with song dedication and ringtone download option. S Tel has also introduced Subscription Based Services on IVR which will provide subscribers non-stop music access through Apni Dhun Service. S Tel's Voice Chat has become one of the popular voice based service. This service enable S Tel users to make new friends and talk to them live. You may also connect with your existing friends and chat with them anytime, anywhere.

S Tel customer care in Himachal Pradesh can be reached at 9129012345 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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