



## **S Tel gets ready for launch, deploys Microsoft CRM solution**

*Enterprise automation to deliver consistent experience across all consumer touch points*

**New Delhi, September 17, 2009:** S Tel, one of the latest entrants in the Indian GSM mobile space, today announced that it has deployed Microsoft Dynamics CRM solution to streamline its Customer Relationship Management (CRM) and provide a seamless experience to its customers. S Tel, a joint venture between Siva Group (formerly Sterling Infotech Group) and BMIC Limited, a subsidiary of Bahrain Telecommunications Company (Batelco), is looking at launching its services by year end in the largely unaddressed category C circle markets of Orissa, Bihar, Himachal Pradesh, North East, Assam and J&K. Deployment of this solution is expected to optimize customer service delivery through efficient management of day-to-day customer service and self care operations for S Tel.

Commenting on the deployment of the solution, **Mr. Shamik Das, Chief Executive Officer, S Tel** said, *“Tariffs are already competitive in the Indian marketplace. Therefore, quality of customer service is being seen as the real differentiator. We decided to go in for Microsoft’s comprehensive CRM tool so that we can place customers at the centre of our business. This powerful software will enable us to build distributor, retailer & customer relationships as well as drive down costs and execute operations smoothly. In addition, it will allow us to deliver fast response to customers, accurate information and consistent customer experience.*

*Moreover, given the solution’s quick implementation time we expect to deliver superior customer experience right from the launch of our services, he added.”*

Commenting on S Tel’s choice of Microsoft Dynamics CRM, **Mr. Sushant Dwivedy, Director, Microsoft Business Solutions, Microsoft India** said, *“We are delighted to engage with S Tel, which happens to be our first customer in the Indian telecom space. We expect the solution to transform their customer service into a strategic asset by helping them gain a 360 degree view into customer engagements and information.”*

S Tel is a Greenfield operator targeting category C circles. C circles have high potential for connecting large masses of India while also making business sense due to a huge untapped, low penetrated market.



These markets are witnessing a high CAGR of 103% as opposed to 42% clocked by metros (as per inferences from TRAI March'09 Subscriber Report). Overall, C circle markets have so far seen below 24% mobile penetration and contribute only 12% of all India's subscribers base (as per TRAI report month ended July 2009).

C Circles account for 26% of geographical area and 20% of Indian population (as per Census of India Report 2001 - Projection 2009).

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### **About S Tel Pvt Ltd**

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 BMIC Limited, a subsidiary of Bahrain Telecommunications Company (Batelco).

S Tel has acquired Unified Access Services Licenses (UASL) and spectrum to operate in six Category C circles – Orissa, 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. The company has also obtained "Category A" All India ISP license for providing nationwide service.

Headquartered in NCR region of Delhi, the company plans to launch its mobile telephony service in India before close of 2009. Siva Group is a USD 3 billion group (about Rs.14,000 crores), with diversified business interests in verticals such as renewable energy, shipping & logistics, hospitality & realty, media, EPC, education and agro business. 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.

### **About Microsoft India**

Founded in 1975, Microsoft (NASDAQ "MSFT") is the worldwide leader in software for personal and business computing. The company offers a wide range of products and services designed to empower people through great software - any time, any place and on any device. Microsoft Corporation India Private Ltd is a subsidiary of Microsoft Corporation USA. It has had a presence in India since 1990 and currently has offices in 16 cities - Ahmedabad, Bangalore, Chandigarh, Chennai, Coimbatore, Hyderabad, Indore, Jaipur, Jamshedpur, Kochi, Kolkata, Lucknow, Mumbai, Nagpur, New Delhi, and Pune.

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