



S Tel expands operations to cover Odisha

Offers customers choice of two most sought after tariff plans

Launches in major towns and over 3000 villages across the state

Provides customers a superior wide area network that is 3G ready

Bhubaneswar, 21st 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), today **announced the commencement of services in Odisha after successfully launching its telecom services in Himachal Pradesh last week.** Telecom circles for which S Tel has licences are Bihar & Jharkhand, Himachal Pradesh, Jammu & Kashmir, Assam and North East. By year end, S Tel's mobile services will be available in Bihar & Jharkhand and will be accessible by customers in Assam and North East by first quarter of 2010.

Speaking on the occasion, **Mr. P. Swaminathan, Director, S Tel and President, Siva Group**, said, *“Siva Group aims to deliver an efficient business model with community welfare at the helm of it. We are happy to partner with Batelco and strongly believe that our association will be instrumental in extending a global telecom experience to the S Tel consumers in the country. With the number of mobile users expected to double by 2015, we are witnessing an exciting phase in telecom growth. We are excited to be playing our part in the growth of the telecom sector which will contribute to India’s economic growth and competitiveness.”*

“S Tel achieved financial closure in less than six months of initiating the process. Amongst the new telecom operators, S Tel was the fastest to roll out services with the best network in town”, he added.

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.



Mr. Shamik Das, Chief Executive Officer, S Tel commented, *“With a mobile teledensity of just 26%, the state of Orissa provides an opportunity to enhance mobile penetration and rapidly bring benefits of communication networks to people here. By 2010 year end we would have covered 90% of the census towns in the state.”*

“Our value proposition is a simple and transparent brand that seeks to uncomplicate the life of Indian consumers by offering him simple plans (with no hidden clauses), caring customer service and best-in-class network coverage in his town. Through a combination of these and our strategic partnerships, we aim to create an impact on peoples’ lives in this circle,” he said.

“We have forged a host of partnerships to leverage the latest technology and provide our consumers a world class experience. Our Microsoft CRM solution will put the consumer at the centre of our business and optimise our customer service delivery. Through our agreement with Indiatimes.com, one of the largest VAS content creators in the Indian VAS market space, we will offer rich localised VAS content to the consumers. Besides, we also have tower sharing agreements with the biggest tower infrastructure providers. S Tel’s state of the art 3G ready network will provide consumers a superior network experience and will offer the best coverage in town,” he added.

Speaking on the occasion of the launch in Odisha, **Mr. Sanjib Swain, Chief Operating Officer, Odisha, S Tel** said, *“We are delighted to launch our services in Odisha which is a high potential market for us. Our message to the local people ‘**Apanakara nijara phone**’ is aligned to our brand philosophy of understanding the needs of local people and speaking their language. 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.”*

“Today onwards S Tel products and services will be available in key cities like Bhubaneswar, Cuttack, Berhampur, Puri, Chhatrapur, Jagatsinghpur, Pipili, Jatani, Khordha, Aska and Nimapada. Beyond this, we will also be present in over 3000 villages. Within a few days we will expand to the cities of Rourkela and Sambalpur.” 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 & Village 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).

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.

S Tel customer care in Odisha can be reached at 9132012345 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 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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