

S Tel celebrates first anniversary in Odisha

Bhubaneswar, December 24, 2010: S Tel, Odisha's 'Apanakara Nijara Phone', marked its first anniversary of successful operations in the state. S Tel boasts of covering more than 20% of the population and over half a million subscribers accessing its service across the state.

S Tel pioneered the practice of providing bulk minutes on purchase of FRC (First Recharge coupon) wherein it offered first of its kind monthly and yearly bulk minute plans for low, mid and high user segments. Presently, a very simple proposition of '9 in One offer' through FRC 121, can serve diversified needs of consumers in the Odisha market.

In a short span of time, S Tel has established its footprints across 51 towns & major cities including Anugul, Balasore, Bhubaneswar, Cuttuck, Bolangir, Barga and Jharsigoda and over 4026 villages in the state.

Speaking on the occasion, Mr. Shamik Das, CEO, S Tel stated, "S Tel's philosophy has consciously been to place the consumer at the centre of our business. Keeping in line with this aim to serve unaddressed needs of the consumer, S Tel **pioneered the practice of providing bulk minutes** tariff in the country, when it launched in December, 2009. Moving a step forward from having pioneered in '**bulk minutes**', it continued to introduce innovative concepts like '**Talk Today Free Tomorrow**' and '**Bonus Plus**' for Odisha users.

Today, as S Tel completes an year, as a way of saying thanks to our Odisha consumers and as a part of our anniversary celebrations, we are happy to introduce **anniversary offer 'Bandhan Plan'** Special Tariff voucher **with longer validity**, which will allow mobile users to stay connected with their near & dear ones throughout the day...for days together...

Forging ahead, our efforts will be aligned to bond with consumers emotionally **beyond just transactional aspects.**" he further added.

Special Offers at a glance!

- **STV 23:** On net local call @ 1p/3sec, validity 365 days **(Anniversary offer)**
- **STV 16:** All local Call @ 1p/2sec, validity 365 days
- **STV 17:** All local Call @ 30p/Min, validity 365 days
- **MTV 115 :** Enjoy Rs. 135 talk time in Rs. 115, validity 30 days
- **MTV 75 :** Enjoy Rs.90 talk time in Rs.75, validity 15 days

*STV – Special Tariff Voucher * MTV – More Talk Voucher

To extend the celebration further, exciting offers in the market such as **STV 16, STV 17, MTV 115, MTV 75** & much more can be easily availed by the subscriber through a single recharge **valid for a year**.

S Tel has been a determined telecom player and has the distinction of being the only new telecom operator to have successfully done full-fledged launches across all our licensed circles, where spectrum is available.

Commenting on the occasion, **Mr. Balwinder Chawla, COO, S Tel Odisha** added, *“S Tel’s success in Odisha could be much attributed to the trust shown by over half a million subscribers in the region. We extend our gratitude to people of the state, who have reciprocated with warmth & enthusiasm and believed in our brand philosophy of ‘Proud to belong’ over the last one year. We would continue to innovate relevant products and services to endlessly keep meeting choice of their needs and continue to be their ‘preferred choice’ of service provider in Odisha market.”*

With facilities like **SIM replacement, balance transfers**, channel partners enjoying preferential treatment through its **'I CARE' center**, S Tel will always continue to be **'consumer centric'** service provider. Recently launched data services; **S Tel Adda- the WAP and S Tel E Life- GPRS Service**, will let subscribers of Odisha experience information and entertainment on the go.

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 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 six Category C 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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