



## **S Tel celebrates first anniversary in Himachal Pradesh**

**Shimla, December 20, 2010:** S Tel, Himachal Pradesh ka 'Apka Apna Phone', marked its first anniversary of successful operations in the state. S Tel boasts of covering more than 47% of the population and over 3.5 lac subscribers accessing its service across the state.

S Tel pioneered the practice of providing bulk minutes on purchase of an FRC (First Recharge Coupon) like FRC 126, 88 & 46 wherein it offered first of its kind monthly and yearly bulk minute plans for low, mid and high user segments.

**Speaking on the occasion, Mr. Shamik Das, CEO, S Tel stated,** *"We place the consumer at the centre of our business and have witnessed wide acceptance of our products and services across markets. For Himachal Pradesh, S Tel's trend setting concept of providing bulk minutes in its tariff offers become a new industry benchmark, with innovative concepts like "Bonus Plus" we saw a huge consumer traction with our simple and transparent product offerings. As a part of our anniversary celebrations, we are happy to announce longer validity offers such as STV 53 and STV 54, which would allow our subscribers to enjoy multiple offers through a single bundled option valid for a year. **S Tel is 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.**"*

*"Forging ahead our efforts will be aligned to bond with consumers emotionally & appeal to the consumer's heart."* he further added.

**In a short span of time, S Tel has established its footprints across 50 towns & major cities including Kullu, Kangra, Mandi, Baddi, Shimla, Bilaspur, Hamirpur, Parwanoo and Solan and over 7000 villages in the state.**

With S Tel's recently newly launched data services, *S Tel Adda*- the WAP and *S Tel E Life*- GPRS Service subscribers of Himachal Pradesh will experience information and entertainment on the go. **With facilities like SIM replacement, balance transfers, exclusive & affordable calling packs for its Nepali and Tibetan subscribers, channel partners enjoying preferential treatment through its 'I CARE' center, S Tel will always continue to be consumer centric service provider.**

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 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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