



## **S Tel's 'Prem Ka Bandhan'**

### **S Tel launches Valentine's Day special, 'Prem Ka Bandhan' Contest**

Shimla, 9 February 2011: S Tel, Apka Apna Phone, is all set to celebrate this Valentine's Day with the launch of a contest, '**Prem Ka Bandhan**', for its beloved subscribers. The contest gives all S Tel subscribers a chance to bond with their loved ones and win fabulous prizes!

The '**Prem Ka Bandhan**' is a weeklong contest a love cupid will randomly call S Tel's subscribers and ask them questions about love and Valentine's Day. The top scorers would be eligible for the second stage, which is the Slogan Contest. These 10 shortlisted participants will have to write a slogan on 'Why they feel S Tel is their favorite brand' and send it via an SMS on 58916. The best three slogan entries, selected by S Tel, will be declared as the winners of S Tel's 'Prem Ka Bandhan' contest!

As the winners of S Tel '**Prem Ka Bandhan**' contest, these lucky three contestants will get romantic candle lit dinner coupons and five consolation winners will get free movie hampers! S Tel celebrates the true spirit of Valentine's Day with its subscribers by spreading love and togetherness.

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**.

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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