



S Tel's 'Passport' pack opens doors to international destinations in one shot

Common ISD pack for select 14 countries

Voucher for only Rs 24 offers reduced ISD calling rates

Launches a value proposition for potential & more than 2 lac existing users in Odisha

Bhubaneswar, 17 February, 2010: In its continued endeavor to simplify the lives of mobile users, S Tel, the recently launched mobile services brand, has introduced an exciting and unique ISD pack to address the needs of its consumers. This ISD offer is available through a **Passport pack** at a commitment of just Rs 24 and is by far the most attractive ISD value pack in the market today.

Speaking on the occasion, **Mr. Raj Kumar VK, Vice President- Marketing & Sales, S Tel** said, “Our research indicates that over 70 % of all international calls by Indians are made to select 14 countries spread across US/UK/Canada, South East Asia, SAARC and Gulf regions. The Passport pack has been designed by understanding the international calling needs and behaviour of consumers in our circle. The product is a specially customized, value for money pack aimed at empowering all our consumers to make affordable international calls across any of these popular countries. “

This facility is being extended to potential and more than 2 lac S Tel subscribers in Odisha circle.

Mr. Sanjib Swain, Chief Operating Officer, Odisha further added, “This new offering from S Tel is another step forward and reiterates the company’s focus to be simple and transparent. The pack enables the user to make calls across all popular international destinations like US, UK, Canada, South Asian and SAARC countries at a reduced rate using a single recharge. Unparalleled calling rates as low as 5 paisa / per sec can now be availed by our consumers for ISD calls.”

Passport Pack *

Name of the pack & MRP	Region & Countries	Call rates
Passport – Rs 24	South East Asia – Malaysia, Hongkong, Singapore & Thailand	5 paisa / per sec
	USA, Canada & UK (fixed)	5 paisa / per sec
	SAARC – Bangladesh, Nepal & Pakistan	11 paisa / per sec
	Gulf – Kuwait, UAE, Yemen & Saudi Arabia	11 paisa / per sec

* For further details on the product, visit www.stel.in

In December 2009 during its launch in Himachal Pradesh, Odisha and Bihar & Jharkhand, the company launched two unique tariff plans which 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.

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.

Media Contacts:

S Tel Pvt Ltd

Payal Mittal +91 9650590778 payal.mittal@stel.in

Manisha Gakhar +919650590812 manisha.gakhar@stel.in

Corporate Voice Weber Shandwick

Nitin Yadav +91 9811278920 nitin@corvoshandwick.co.in