



## S Tel introduces irresistible offers for Himachal Pradesh users

- *S Tel rings in 1 lac subscribers in Himachal Pradesh in just 50 days*
- *Talk for 3000 mins only for Rs. 222*
- *Make unlimited calls from S Tel to S Tel for just Rs 99*
- *Send SMS @ 11p/SMS both local and national*

**City, XX February, 2010:** Forging ahead with the objective to offer unparalleled products that simplify the lives of mobile users S Tel, the recently launched mobile services brand, has introduced exciting and unique product with respect to talktime, free on-net minutes & free SMS packages for consumers.

**Mr. Shamik Das, Chief Executive Officer, S Tel** said, " *S Tel being the youngest telecom brand in the Indian Telecom arena, has managed to swiftly scale services to bring smiles to more than half million subscribers across its three operating circles. In fact, it is the only telecom brand to have clocked fastest 1 lac subscriber base in Himachal Pradesh. Our new products have been customized for consumers of Himachal Pradesh and favor existing/potential users who have light, moderate and heavy usage. With our new offerings, we expect a buoyant demand in the markets & from S Tel users who are growing at a much faster pace than the rest of the industry.*"

Recharge with **S Tel's SALE 14 Pack** and get 120 minutes of free local calls daily for a day. This pack will offer 60 minutes of S Tel to other network (local) calling every day and also 60 minutes of S Tel to S Tel local calling free.

With **S Tel's SALE 222 Pack** get 100 minutes of free local calls daily for the whole month. This pack will offer 40 minutes of S Tel to other network (local) calling every day and also 60 minutes of S Tel to S Tel local calling free everyday for 30 days.

The on-net packs **Talk L, Talk XL, and Talk XXL** priced at **Rs.19, Rs. 39 and Rs 99** respectively will enable the subscribers with seamless communications, while the two **SMS packs – SMS XL-11 and SMS XXL-33** priced at **Rs. 11 & Rs. 33** respectively, will provide the subscribers to enjoy the flexibility to send SMS at nominal rates.

Commenting on the products, **Mr. Balwinder Chawla, Chief Operating Officer, Himachal Pradesh circle** said, “Moving ahead on a high growth trajectory and having achieved 1 lac subscribers in Himachal Pradesh in just 50 days, we feel proud & would like to thank our subscribers in the state. Through our new products we aim to provide a greater degree of flexibility for the specific needs of our subscribers. We have introduced low denomination packages for the trial and subscribers can choose a plan as per their specific requirements.”

### Sale Pack

Name of the Pack	MRP (Rs)	Validity	Benefit
Sale - 14*	14	1 day	60 minutes of S Tel to S Tel (local) calling free + 60 minutes of S Tel to others (Local) calling free
Sale - 222*	222	30 days	60 minutes per day of S Tel to S Tel (local) calling free + 40 minutes per day of S Tel to others (Local) calling free

### On-Net Pack

Name of the Pack	MRP (Rs)	Benefit
Talk L -19*	19	60 minutes of local, S Tel to S Tel free everyday for 10 days
Talk XL -39*	39	60 minutes of local, S Tel to S Tel free everyday for 30 days
Talk XXL -99*	99	Unlimited local calls, S Tel to S Tel for 30 days

### SMS Pack

Name of the Pack	MRP (Rs)	Benefit
SMS XL -11*	11	All SMS at 11 paise per SMS both Local and National for 30 days
SMS XXL – 33*	33	333 SMS free both Local and National for 30days

\* For further details on the product, visit [www.stel.in](http://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.

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### **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](mailto:payal.mittal@stel.in)

Manisha Gakhar +919650590812 [manisha.gakhar@stel.in](mailto:manisha.gakhar@stel.in)

#### **Corporate Voice Weber Shandwick**

Nitin Yadav +91 9811278920/ [nitin@corvoshandwick.co.in](mailto:nitin@corvoshandwick.co.in)