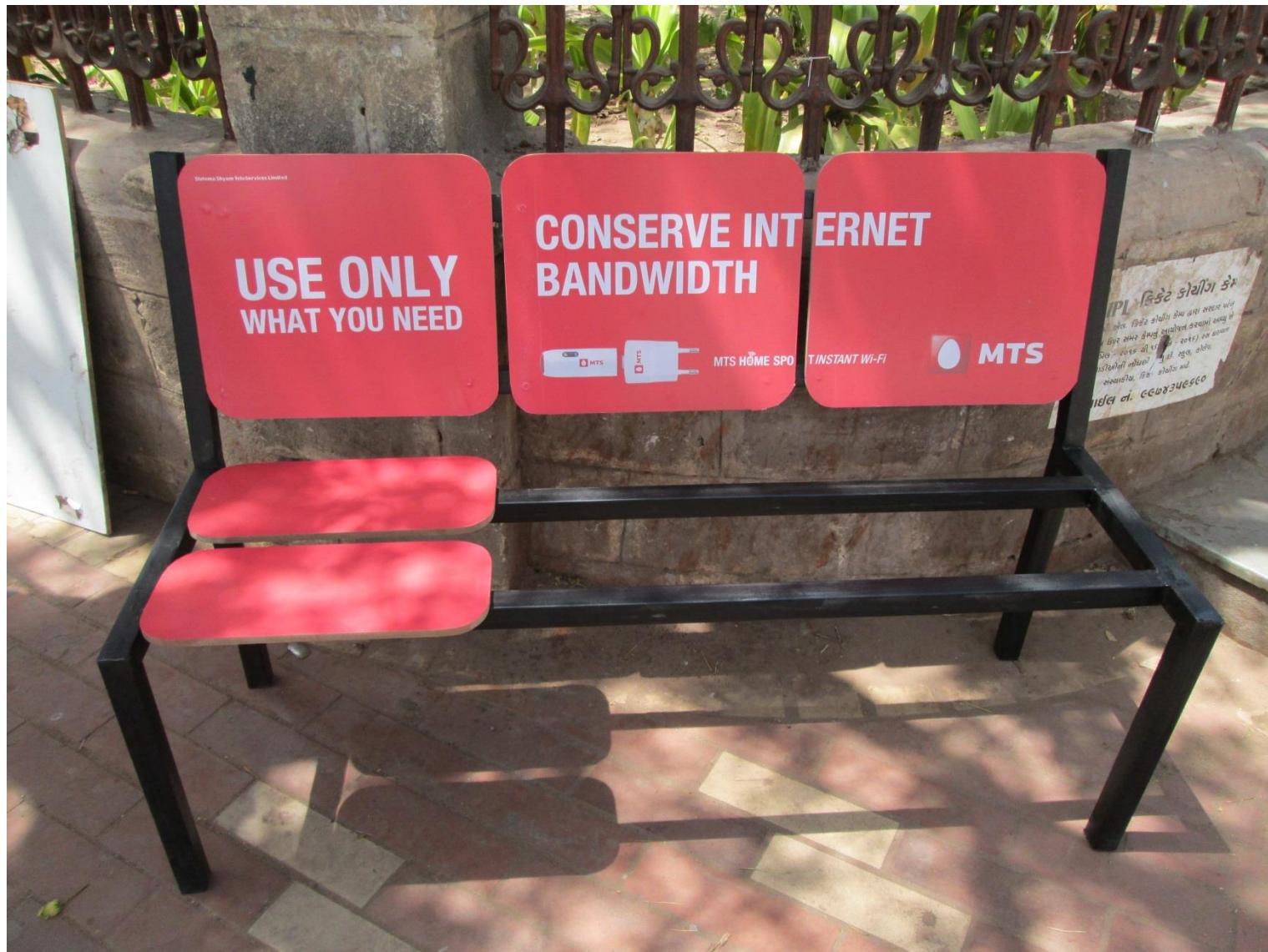


EEMAX National Award – Best Sporting Event (Tata Photon)



Unconventional Outdoor Communication



MTS Rising – IIT Gandhinagar



MTS Rising – NIFT



MTS Rising – PDPU



Uttishttha Trade Fair



Outdoor Innovation



Outdoor Innovation



Outdoors



Outdoors



Gates @KROs



Event Participation



Activity: Wall Painting

Towns: Mehsana, Anand, Nadiad, Navsari, Jamnagar, Bhavnagar, Veraval

Qty: 28000 sq ft (4000 sq ft per town)

Amount: 1,12,000

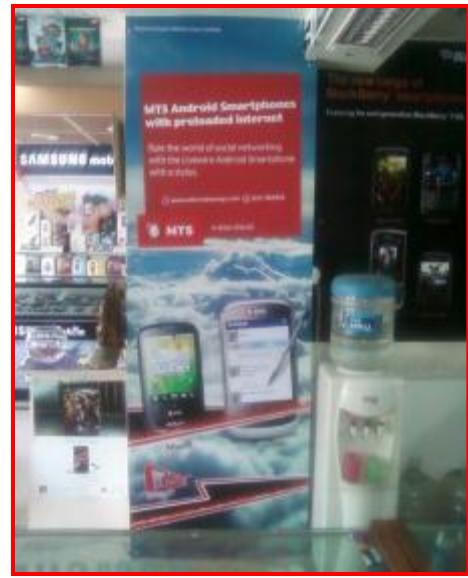


Element: In-shop

Coverage: Mass Retail

Qty: 2000 sq ft

Amount: 1,30,000



Activity: Tricycle

Coverage: Ahmedabad

Amount: Rs. 55,200



Activity: Van Activity

Coverage: Rajkot + Surat City

Amount: Rs. 1,53,000





In-shop Visibility





BTL Activity

Vivify





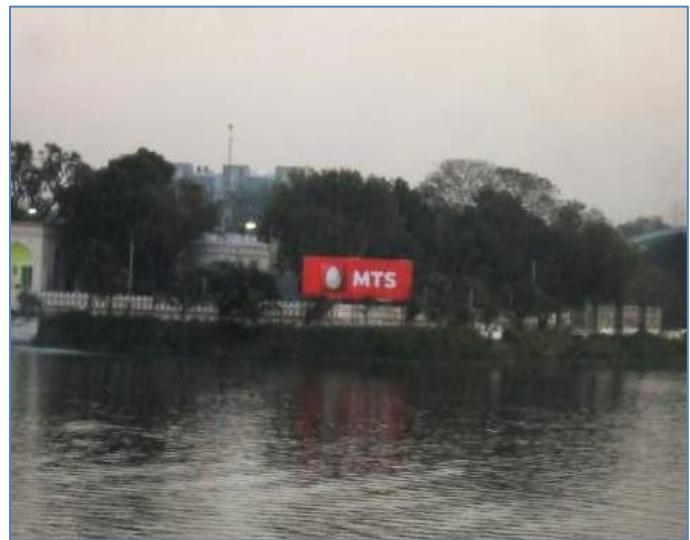
Outdoors

OUTDOORS





Outdoors



POSM – SmartPhone



POSM – Generic



Shriram Bhartiya TeleServices Limited
a step ahead[®]

Enjoy Talking And Surfing with MTS Best VOICE, DATA and SMARTPHONES Plans

Voice

MTS Voice - Offers for New Subscribers

Plan	1000	2000	3000	4000	5000
MTS 1000	1000	1000	1000	1000	1000
MTS 2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000

MTS SIM CARD Data Card - Offers for New Customers

Plan	1000	2000	3000	4000	5000
MTS 1000	1000	1000	1000	1000	1000
MTS 2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000

MTS SIMCARD Recharges for Existing Customers

Plan	100	200	300	500	700	1000	1500	2000	2500	3000	4000	5000
MTS 100	100	100	100	100	100	100	100	100	100	100	100	100
MTS 200	200	200	200	200	200	200	200	200	200	200	200	200
MTS 300	300	300	300	300	300	300	300	300	300	300	300	300
MTS 500	500	500	500	500	500	500	500	500	500	500	500	500
MTS 700	700	700	700	700	700	700	700	700	700	700	700	700
MTS 1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
MTS 1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
MTS 2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000

MTS SIMCARD Recharges - For Existing Customers

Plan	100	200	300	500	700	1000	1500	2000	2500	3000	4000	5000
MTS 100	100	100	100	100	100	100	100	100	100	100	100	100
MTS 200	200	200	200	200	200	200	200	200	200	200	200	200
MTS 300	300	300	300	300	300	300	300	300	300	300	300	300
MTS 500	500	500	500	500	500	500	500	500	500	500	500	500
MTS 700	700	700	700	700	700	700	700	700	700	700	700	700
MTS 1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000	1000
MTS 1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500	1500
MTS 2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000	5000

MTS MBLAZE Data Card - Offers for New Customers (Postpaid)

Plan	1000	2000	3000	4000	5000
MTS 1000	1000	1000	1000	1000	1000
MTS 2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000

MTS MBLAZE Data Card - Offers for Existing Customers

Plan	1000	2000	3000	4000	5000
MTS 1000	1000	1000	1000	1000	1000
MTS 2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000

MTS Smartphones Data Packs

Plan	1000	2000	3000	4000	5000
MTS 1000	1000	1000	1000	1000	1000
MTS 2000	2000	2000	2000	2000	2000
MTS 3000	3000	3000	3000	3000	3000
MTS 4000	4000	4000	4000	4000	4000
MTS 5000	5000	5000	5000	5000	5000

MTS MBLAZE Data Card & Smartphones Data Packs

To Know Your Best Recharge offer Call : 9127900909

Backdrop



www.radiomirchi.com



Powered by:



a step ahead

In Association with:



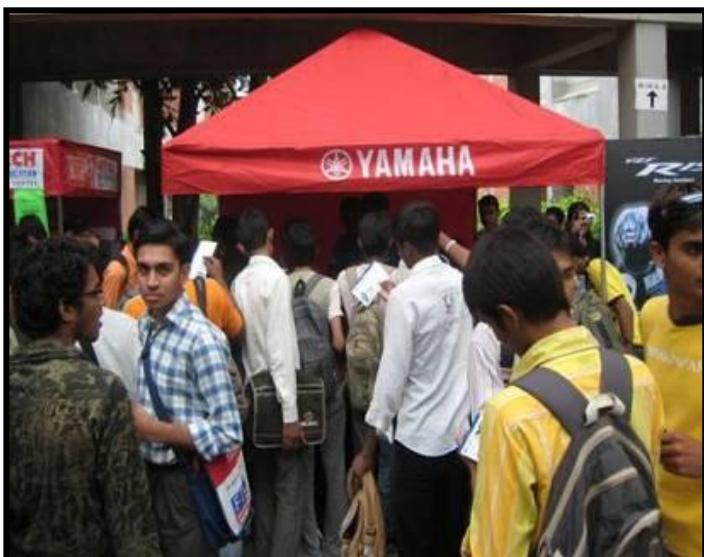
IANT®
Institute of Advance Network Technology
COMPUTER EDUCATION
An ISO 9001-2008 Certified Institute
IANI, A Premium Hardware, Networking & Software Training Institute



Glimpses of last year

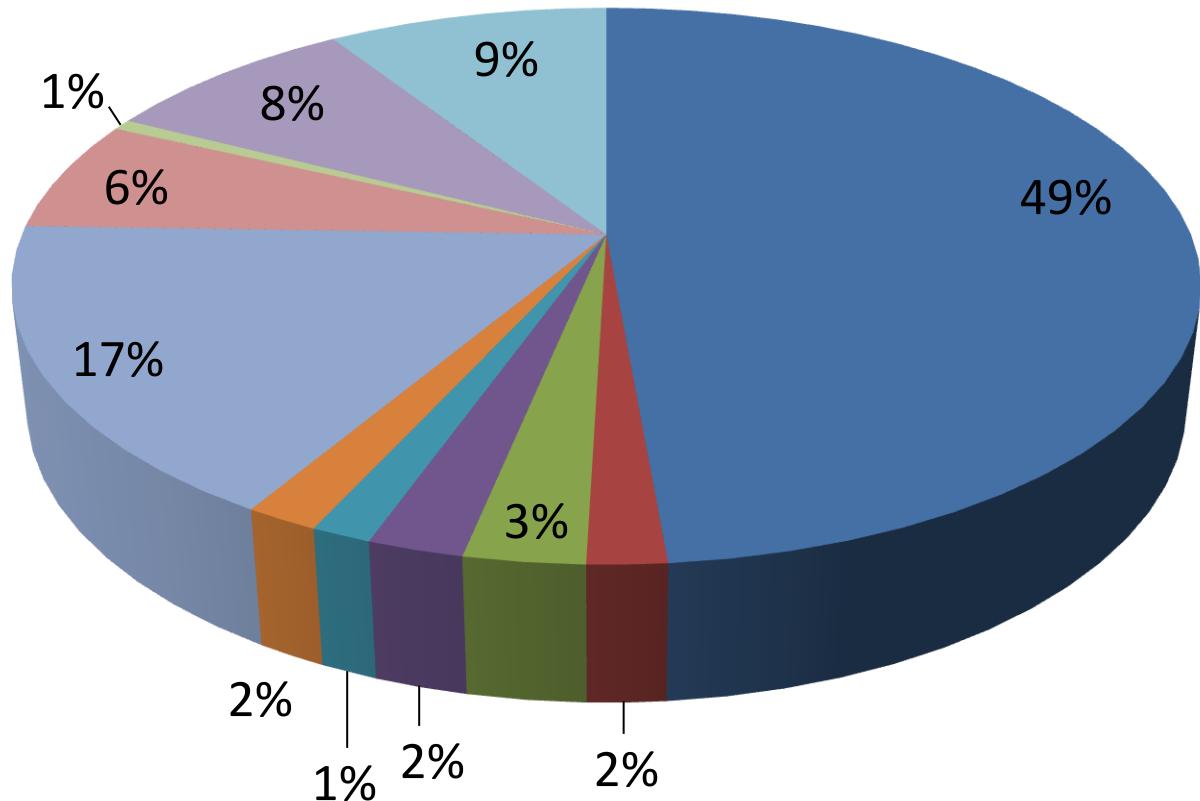


Glimpses of last year



Radio Plan - June'12

Radio Plan - Surat (25 Paise - Voice)					
Channel	Category	Time	Duration	# Spots	FCT
BIG FM	RODP	07:00-12:00	30	72	2160
	RODP	12:00-17:00	30	54	1620
	RODP	17:00-23:00	30	72	2160
Big FM Total				198	5940
Radio Mirchi	RODP	07:00-12:00	30	72	2160
	RODP	12:00-17:00	30	54	1620
	RODP	17:00-23:00	30	72	2160
Radio Mirchi Total				198	5940
Total				396	11880



- Media
- In-shop / Gate
- Standees
- Advertising Prod
- Posters
- BTL activity
- GSB
- Leaflets
- NLB
- Others
- Banners

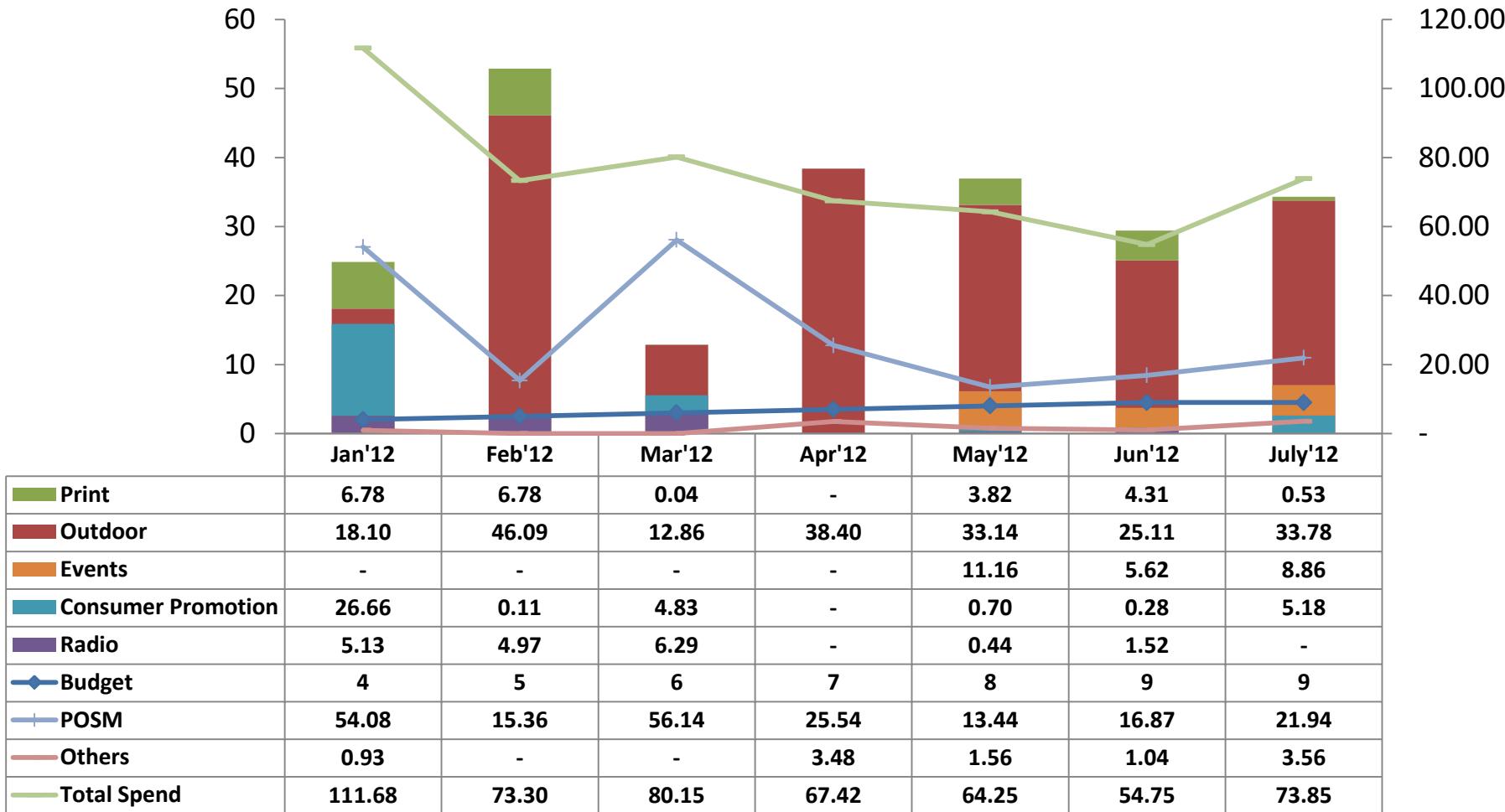
Print Plan - June'12

Date	Day	Publication	Edition	Size	Page	Hue	Communication
08-Jun	Fri	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	25 Paise - Voice
09-Jun	Sat						
10-Jun	Sun						
11-Jun	Mon	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	MBlaze with 15GB @1999
12-Jun	Tue						
13-Jun	Wed	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	SmartPhone Unlimited Data STV
14-Jun	Thu	TOI - Ahmedabad Mirror	Ahmedabad	130 Sqc - Bottom Strip	Front	Color	MBlaze with 15GB @1999
15-Jun	Fri	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	25 Paise - Voice
16-Jun	Sat						
17-Jun	Sun						
18-Jun	Mon	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	MBlaze with 15GB @1999
19-Jun	Tue	Rajasthan Patrika	All Gujarat	240 Sqc (60CC)	Front	Color	25 Paise - Voice
20-Jun	Wed	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	SmartPhone Unlimited Data STV
21-Jun	Thu						
22-Jun	Fri	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	25 Paise - Voice
23-Jun	Sat						
24-Jun	Sun						
25-Jun	Mon	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	MBlaze with 15GB @1999
26-Jun	Tue						
27-Jun	Wed	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	SmartPhone Unlimited Data STV
28-Jun	Thu						
29-Jun	Fri	Divya Bhaskar	All Gujarat	25 Sqc - Pointer	Front	Color	25 Paise - Voice

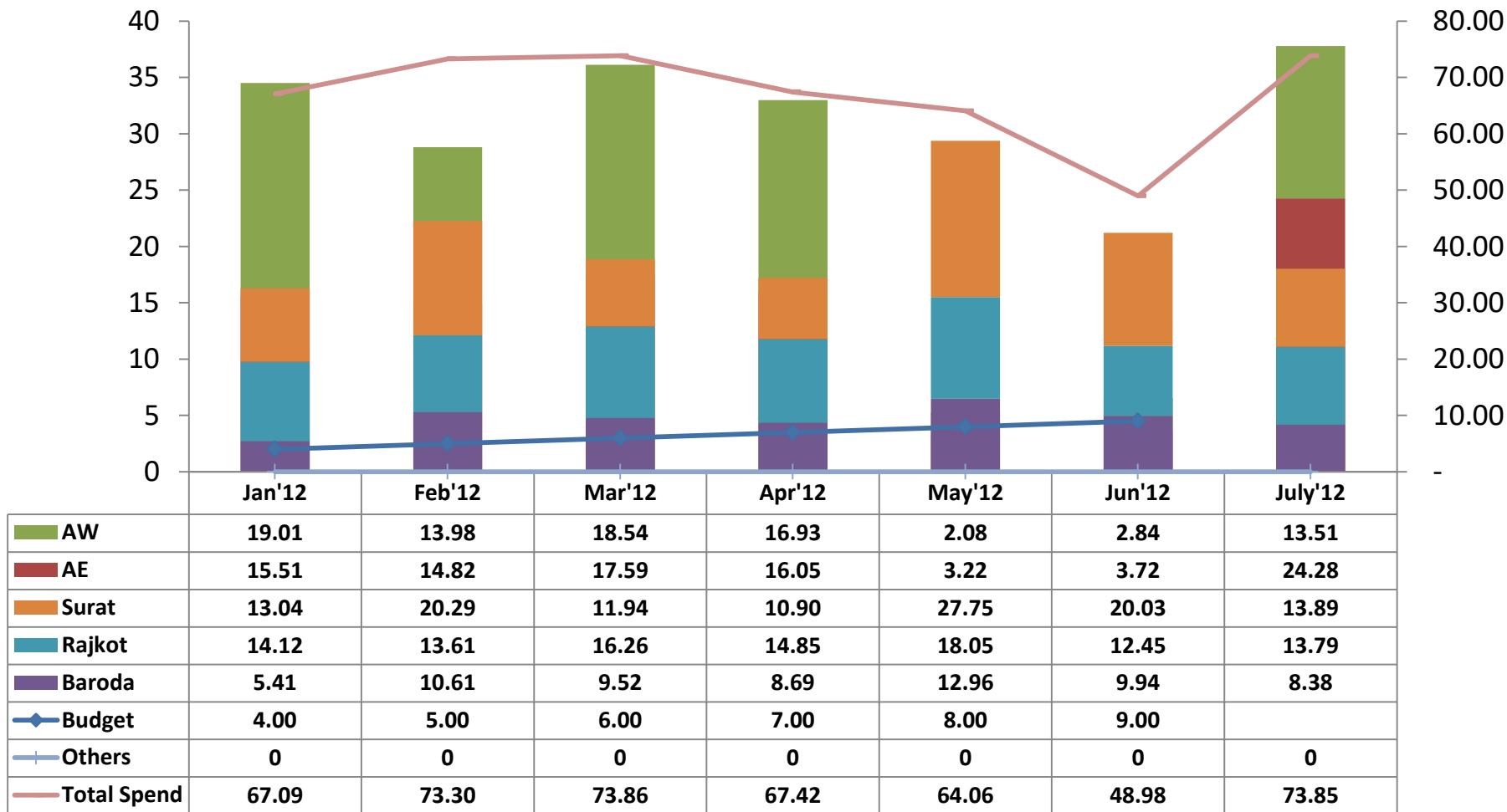
Deliverables

- Powered By Sponsor Status of MTS in all Event Communications
- Closing Brand Mentions and Tagline in all the shared event promos On Air. E.g. Mirchi Campus Connect Powered by MTS...
- Total 30 Colleges to be covered in cities Ahmedabad, Gandhinagar, Baroda, VV Nagar + Anand, Surat & Rajkot.
- Logo in all brand communication – Banners, Posters, Standees, Backdrop.
- Exclusive Branding inside the Colleges (4-Standees as Powered By).
- Space for canopy in colleges, Mirchi to provide Table and chairs for canopy.
- Brand & Product Integration in Games.
- Mirchi to drive maximum crowd to MTS stall thru their RJs and spot announcements and games. Mirchi to run a contest as part of these games thru which MTS will distribute free gifts to the winners (3 gifts per college).
- 2 days before the event, Shared Posters should be placed on the notice board of the Colleges.
- “A Step Ahead” tagline of MTS to be established by announcing “A Step Ahead” male/female winner of the campus at every college.
- Sound Bytes to be captured from COO of MTS.
- Mirchi to share list of colleges 72 hours before commencement of the activity in each college.

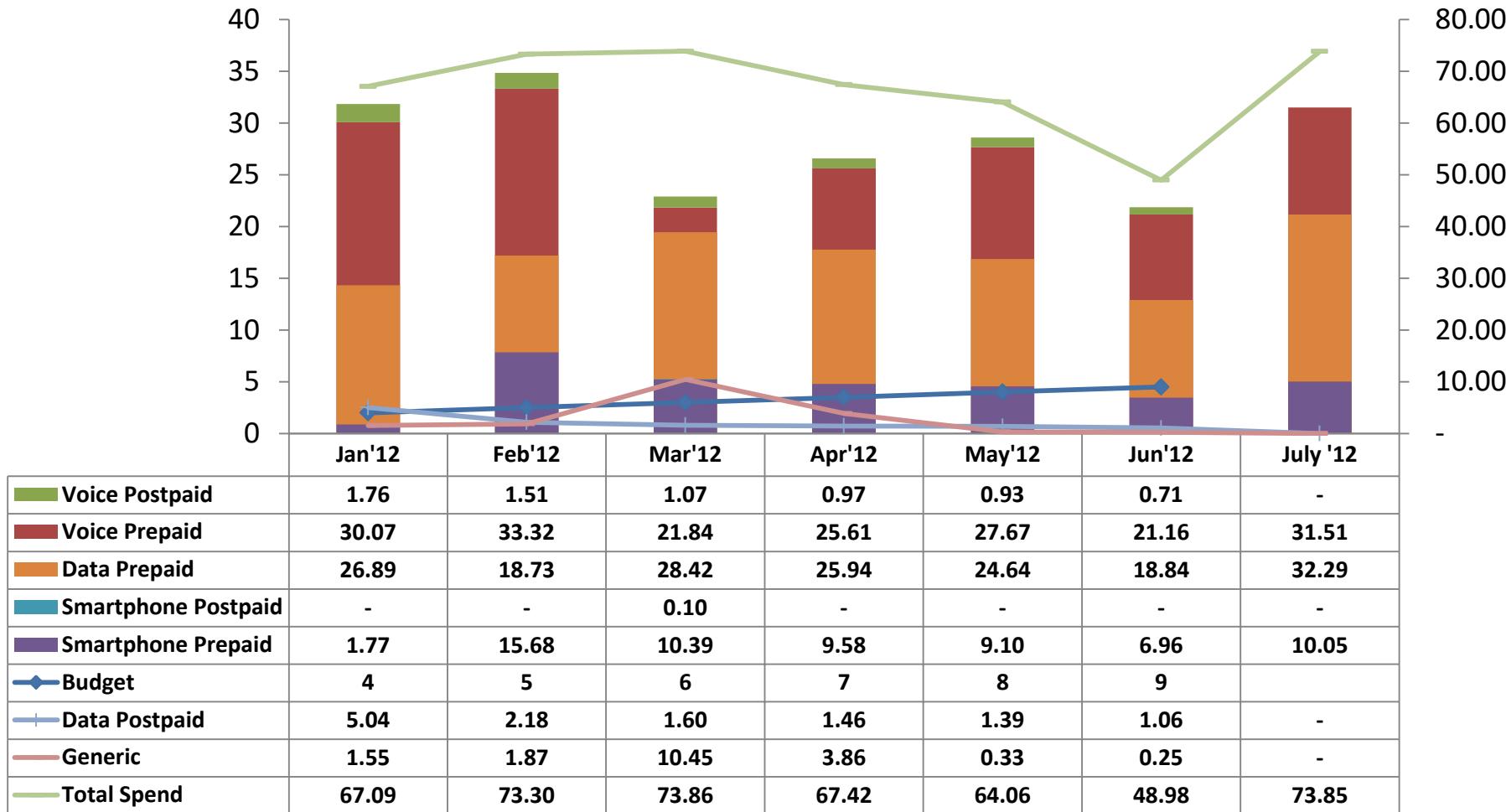
Marcom Spend - Legwise



Marcom Spend - Geographywise

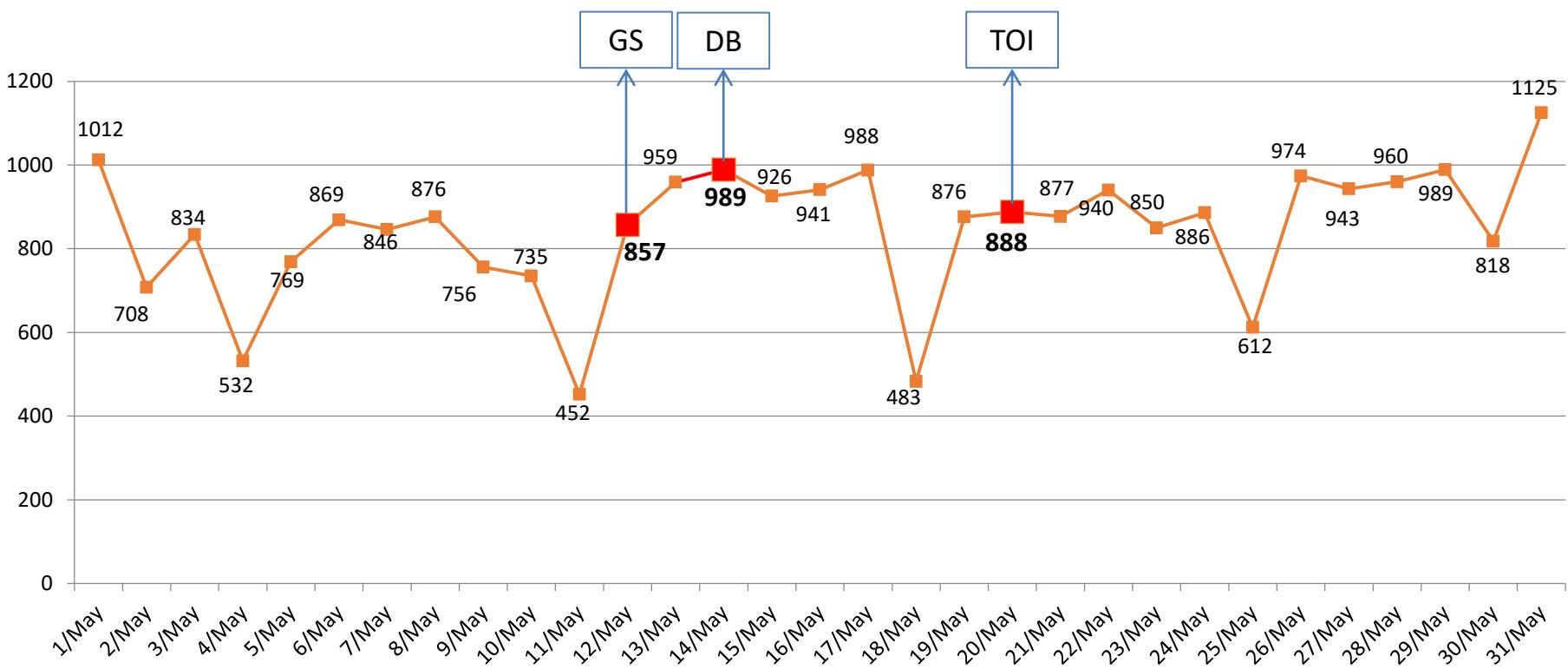


Marcom Spend - Productwise



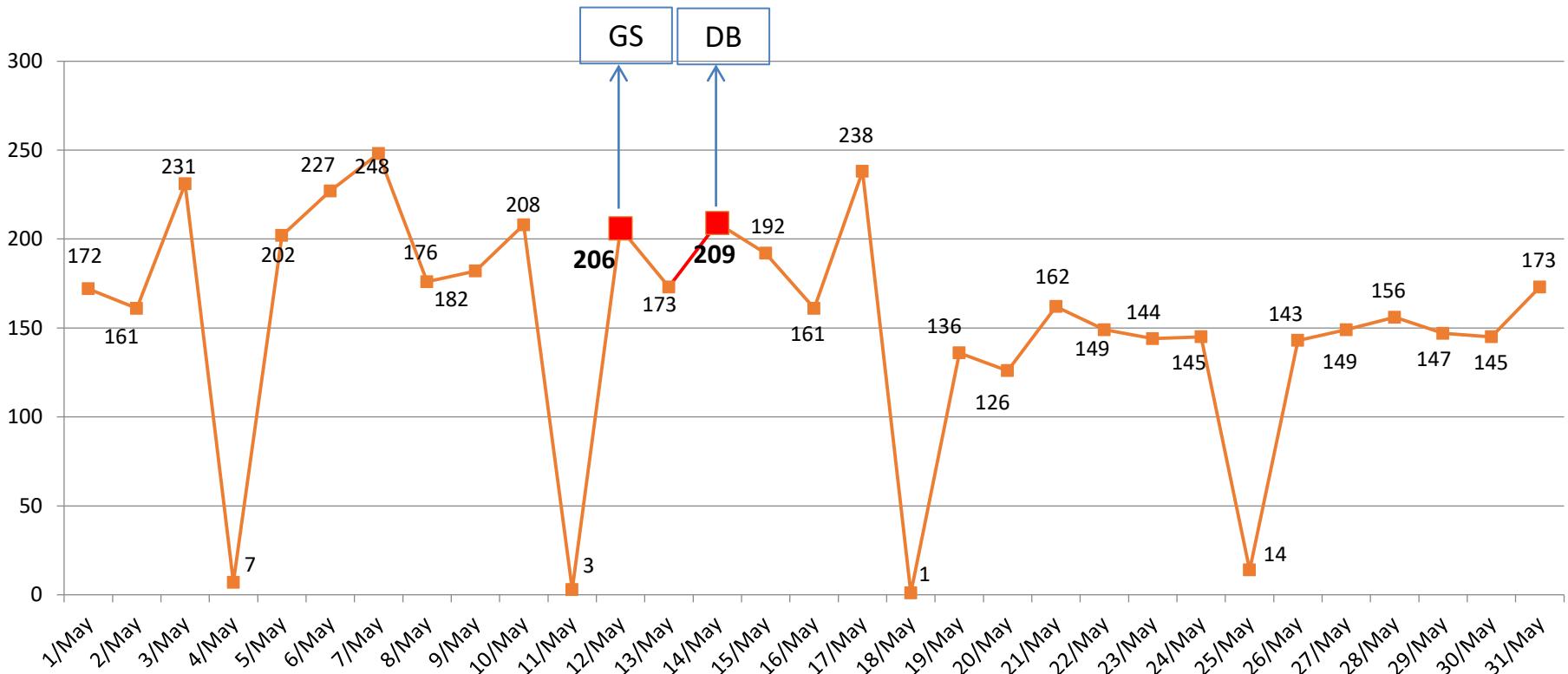
Press Advertisement Efficacy

Calls Received at Data Call Centre



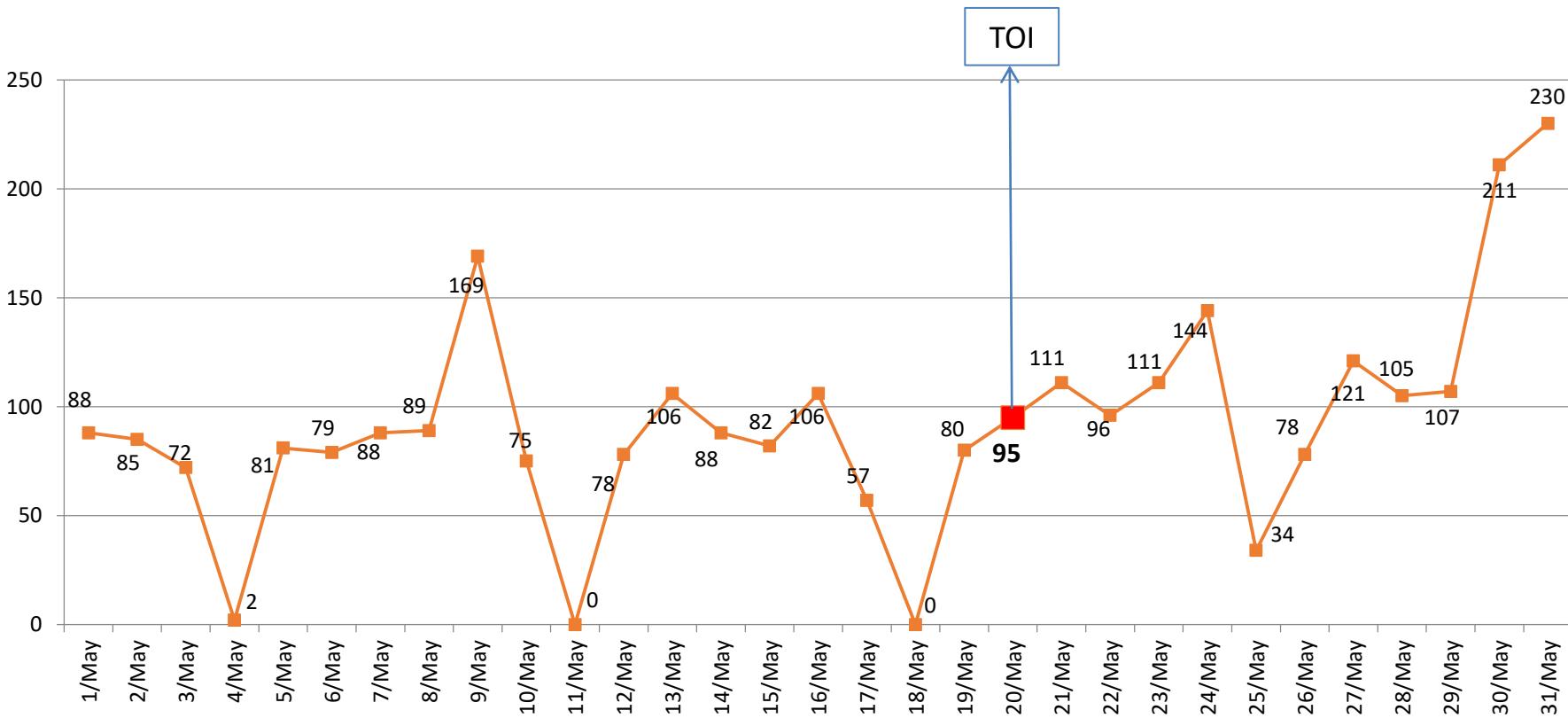
Press Advertisement Efficacy

Prepaid Data Activations



Press Advertisement Efficacy

Postpaid Data Activations



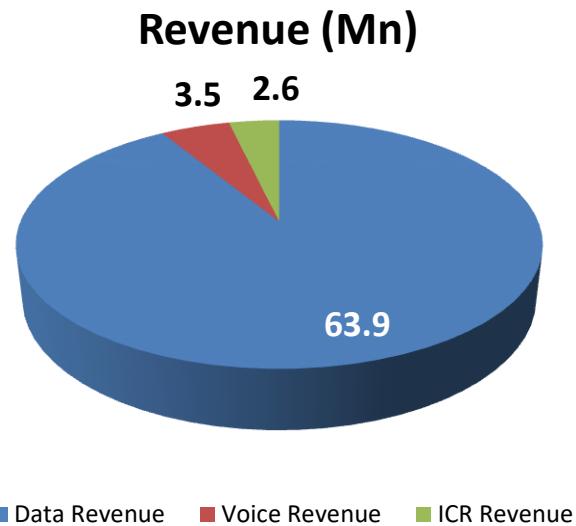
Brand KPIs	Voice		Data		Data on Handset	
	Category Leader	MTS	Category Leader	MTS	Category Leader	MTS
	Q2 (Q1)		Q2 (Q1)		Q2 (Q1)	
GRPs						
Brand Awareness - Overall (Figures in %)	Vodafone		Tata Docomo		Vodafone	
TOM	30 (32) ↓	0 (0)	28 (35) ↓	3 (2) ↑	27 (26) ↑	15 (16) ↓
SPONT	73 (66) ↑	8 (4) ↑	60 (64) ↑	43 (38) ↑	70 (68) ↑	8 (8)
Aided	58 (49) ↑	36 (24) ↑	48 (39) ↑	48 (35) ↑	61 (44) ↑	39 (27) ↑
Brand Consideration Funnel - Intenders (Figures in %)						
Consideration	63 (61) ↑	0 (0)	59 (59)	9 (8) ↑	54 (55) ↓	1 (0) ↑
Preference (ITP)	28 (38) ↓	0 (0)	38 (43) ↓	4 (2) ↑	23 (23)	1 (0) ↑
Conversion - Spont to Consideration	63 (61) ↑	2 (1) ↑	59 (59)	9 (10) ↓	54 (55) ↓	2 (3) ↓
Conversion - Consideration to ITP	88 (100) ↓	59 (100) ↓	64 (73) ↓	42 (31) ↑	75 (67) ↑	75 (20) ↑
Overall Brand Health - Overall (Figures in ratios)						
Commitment Index	106 (114) ↓	97 (69) ↑	115 (112) ↑	105 (97) ↑	112 (115) ↓	81(73) ↑
Potential Index	119 (119)	87 (58) ↑	124 (120) ↑	71 (41) ↑	115 (116) ↓	43(54) ↓
Attraction Index	170 (187) ↓	77 (73) ↑	181 (161) ↑	52 (35) ↑	205 (212) ↓	56(69) ↓

Key Highlights / Comments:

- Voice:** Both Potential & Commitment Indices of MTS have increased substantially from the previous quarter while the Attraction Indices (at both user and non user level) have remained similar to the previous quarter
- Data:** MTS' Commitment Index and Potential and Attraction Indices (users) have increased substantially, while Attraction Index (Non User) has remained the same as in the previous quarter.
- Data on Handset:** All the brand health indices for MTS have remained substantially below average

Base(n= 2190)

Revenue Achievement



Revenue

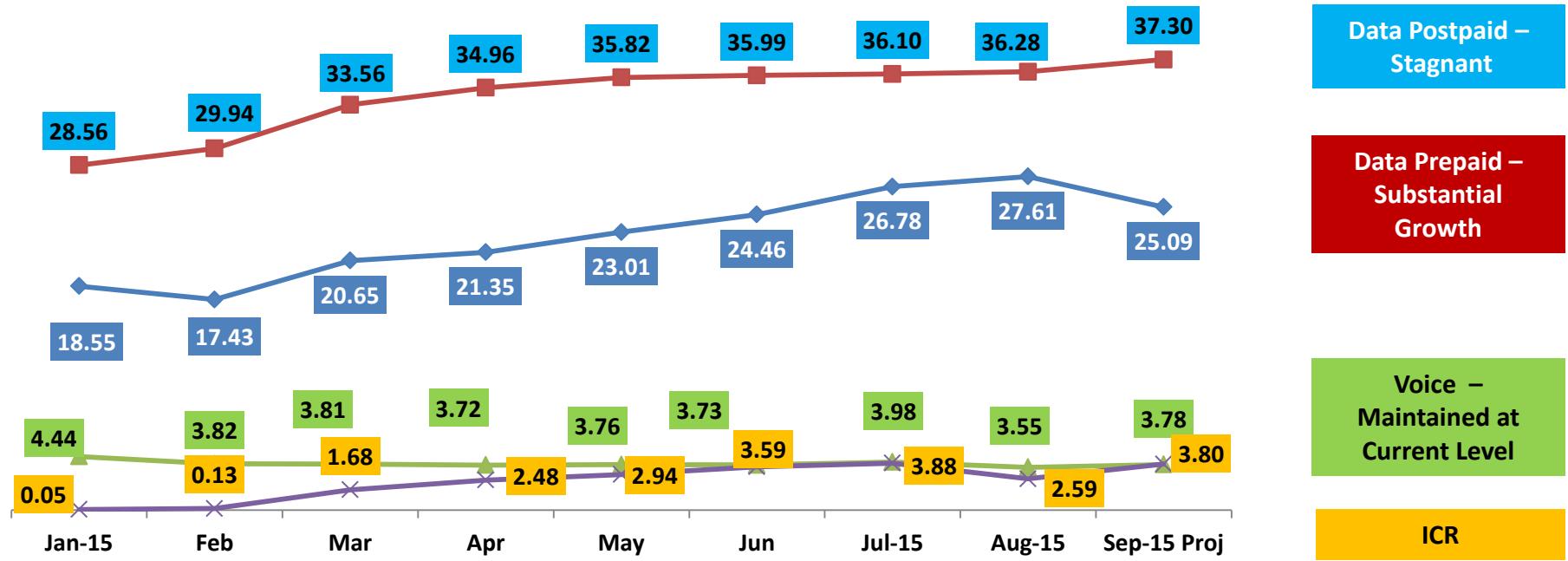
- + Rs. 70 Mn Overall Revenue
- + Rs. 27.6 Mn Data Prepaid Revenue
- ~ Rs. 36.3 Mn Data Postpaid Revenue
- ~ Rs. 3.5 Mn Voice Revenue (NSP + SP)
- ~ Rs. 2.6 Mn ICR Revenue

Business Effected in last 7 days due to external affairs

OBIDA

- Rs. (0.7) Mn

Revenue Breakup



Revenue Loss due to Agitation across Gujarat (impacted Aug'15 as well as Sep'15)

Revenue Loss (Lac)	Aug'15	Sep'15
Data Prepaid	4.0	34.0
Data Postpaid	10.0	7.0
Data Total	14.0	41.0
Voice	4.0	3.0
ICR	14.0	0.0
Grand Total	32.0	44.0

Brand Scores

Brand Track Scores: Q1, 2015

Category: Data

Circle	MTS	Period			% Improvement
	KPI	2014 Q3	2014Q4	2015Q1	
Gujarat	ToM Awareness	6	19	22	16%
	Spontaneous Awareness	29	28	35	25%
	Total Spontaneous Awareness	35	47	57	21%
	Aided Awareness	60	53	43	-9%
	Total Awareness	95	100	100	=
	Consideration - Total Awareness	26	37	42	14%
	Preference - Total Awareness	10	23	21	-9%
	Recommendation Top Box	16	25	29	16%
	Recommendation Top 2 Box	43	47	47	=

Despite having limited budget our brand track performance / score has only improved, and if as reduced it is still higher than national average.

On-Air Plan ABSR...

City	Teaser				Promo				Sound Bytes			
	Days	Frequency	Duration	Total	Days	Frequency	Duration	Total	Days	Frequency	Duration	Total
Ahmedabad	4	9	25	900	17	12	55	11200	5	6	35	175
Baroda	4	9	25	900	11	12	55	7260	3	6	35	105
Surat	4	9	25	900	11	12	55	7260	3	6	35	105
Rajkot	4	9	25	900	11	12	55	7260	3	6	35	105
Total				3600				33000				490

The promo...



Event flow...

Step 1: Permission will be taken from the colleges to conduct the event on a particular date & time

Step 2: Postering for the activity would be done inside the college premises, 2 days prior to the event (to create awareness)

Step 3: Set up of the activity in college campus area (Backdrop, Sound, Standees, Canopy, etc...) would be done one hour before the activity

Step 4: For the first few minutes' music will be played to gather the students.

Step 5: Emcee would take the stage & invite students to come on the floor.

Step 6: Emcee would start interacting with the students with few ice breaking & spontaneous games.

Step 7: Games (Quizes, One Minute games, Fun games)

Step 8: Brand related game (Presenting Sponsor)

Step 9: Brand related game (Powered By Sponsor-MTS)

Step 10: RJ would enter and interact with the students (Games as well as brand endorsement)

Step 11: The floor would be left open for dance

On-Air Grid

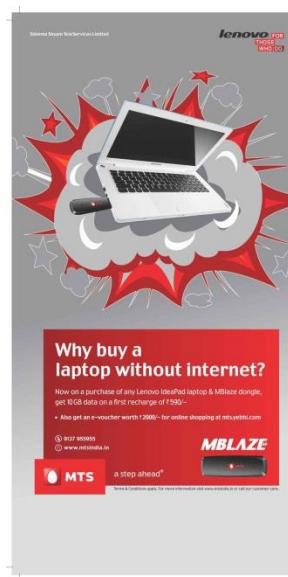
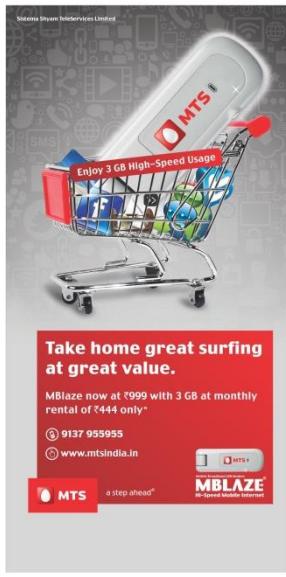
The contest...

- This would happen during games & quiz session for the event (step 7)
- These games would run in form of contest amongst all participants during this activity.
- Participants would be asked a question and become part of this contest.
- People can respond to these questions by sending an SMS on “9137900900”, text of which would be “<MTS> <City> <First Name> <College Name> <Quiz Answer>.”
- Within 48 hours, 3 lucky winners (for each college) from all those who have sent correct answers will be chosen by MTS. All those who have participated in that college will be SMSed regarding winning names. Winner will be separately telephoned to guide him/her for collecting free MTS Colour Handset with 30p calling for local/STD/ISD/SMS/Roaming.

RJ to announce following during this contest

- For those who answer it correctly, opportunity to win three MTS colour handset with Local/STD/ISD/SMS/Roaming Calling @ 30 Paise .

POSM – Data



MBLAZE RECHARGES – FOR EXISTING CUSTOMERS

	MRP	Benefit	Validity (Days)	Remarks
Regular Packs				
348	1.5 GB	30		Additional Usage @ Rs.1 / MB
490	3 GB	30		
Social Media Pack				Unlimited access to Facebook, Twitter and LinkedIn + 4 GB Data, Additional Usage @ Rs.1 / MB
647	4 GB	30		
798	5 GB	30		5 GB – Speed up to 3.1 Mbps, After 5 GB to 10 GB speed up to 144 Kbps, thereafter at 64 kbps
Unlimited Packs				
999	10 GB	30		10 GB – Speed up to 3.1 Mbps, After 10 GB to 15 GB speed up to 144 Kbps, thereafter at 64 kbps
1298	15 GB	30		
1998	4 GB	60		
998	6 GB	90		Additional Usage @ Rs.1 / MB
1545	15 GB	90		
Long Validity Packs				
295	6 GB	30		Weekend: Saturday 00:00hrs till Monday 00:00hrs
Weekend Pack				

To recharge online go to www.mtsindia.in/recharge.html

*For more details visit www.mtsindia.in or call customer care no. at 9137 959555

MTS MBLAZE ALWAYS ON

www.mtsindia.in 9137 959555

POSM – SmartPhone

Sistema Shyam TeleServices Limited

*T&C: National Calls for 10/2sec for 400 mins or less than 10/2sec. For more information visit www.mtsindia.in or call our customer care.

Your first Android Smartphone with Pre-loaded Voice and Data usage @ ₹4499.

MTS a step ahead®

9137 955955
www.mtsindia.in

500 mins
(Local+STD) per month for 2 months

512 MB
per month for 3 months

1p/2sec
All Local & National Calls for 6 months

Mtag 3G
₹4499/-

• Android 2.2 (Froyo) • Hi-Speed Internet • 3.0MP Camera • Direct Access to Android Market with over 6,00,000 apps



Retailer Scheme

Sistema Shyam TeleServices Limited



આપના તહેવારોને
જગમગાવી દો.



Circle Office: Sistema Shyam TeleServices Limited,
'C' Block, The Acropolis Mall, Thaltej, Ahmedabad - 380 054.

Registered Office: MTS Tower, 3, Amrapali Circle, Vaishali Nagar,
Jaipur-302021, Rajasthan.

Customer Acquisition Form

Prepaid_Size:- 14"(W)X19"(H)

Sistema Shyam TeleServices Limited



a step ahead®

Welcome to MTS World

	PREPAID CUSTOMER APPLICATION FORM - INDIA & NEPAL a step ahead®
General Instructions: <ol style="list-style-type: none"> *Indicates mandatory fields - compulsory to fill. Fill CAF in CAPITAL LETTERS Using Blue or Black ball pen. Cutting, overwriting or whitener is NOT allowed on the CAF. Paste recent Colored passport size photograph on the space provided (Do not Staple). Photograph should be cross signed and matching with given Proof - of - Identity (POI). Sticker should be placed on the space provide on the top left. 	
Details To Fill: <ol style="list-style-type: none"> Fill in Customer/Company name and Father/Mother's/Husband's name. Tick (/) correct customer status - Individual, Corporate or Bulk. Tick (/) correct Corporate Category (COCP or IDIP) and Segment for Corporate customers. Fill complete Address details as mentioned on Proof of Address (POA). COCP customer should fill Office address as Present address. Authorized person Name and Designation are mandatory for COCP Connection. EMail ID and alternate number is mandatory for all Data customers. 	
Existing Mobile connections/POA/POI: <ol style="list-style-type: none"> Provide existing number of mobile connections (Ourselves or we hold in the name of applicant). Fill complete details of POI and POA - Document number, Date of issue, Place of issue and Issuing authority. For Foreign nationals fill - Passport number, Visa expiry date and Visa-type. In absence of PAN number, form 60/61 should be filled and signed by the customer. 	
MNP/Outstation & Foreign nationals: <ol style="list-style-type: none"> MNP customer to provide UPC details and current service provider. Local reference details are mandatory for all outstation and foreign nationals. 	
Declaration: <ol style="list-style-type: none"> Customer declaration to have Customer or Authorized signature/signature / Thumb impression with date. Signature should be complete (Not initial) and matching with given POI. In case of corporate customer, company stamp is mandatory with authorized signature sign. In case of outstation customer full name of the customer is to be written below the thumb impression. POS declaration to have Code, Agent Name and Date. Stamp with signature should be available on the space provided for. In case of outstation customer, POS to mention the name of local referee tele-verified. Distributor needs to put the stamp with signature on the space provided with Code and Agent name. Enter the name of local referee code, Name & designation with date on the space provided. In case of outstation customer, the name of local referee tele-verified has to be filled. 	
Customer receipt: <ol style="list-style-type: none"> POS to fill all details on the front and back of Customer receipt and handover to Customer. 	

Customer Acquisition Form

Postpaid Size:- 14"(W)X19"(H)

Mantra Optical Tele Services Limited



a step ahead®

Welcome to MTS World

General Instructions:

1. *Indicates mandatory fields - compulsory to fill.
2. Fill CAP in CAPITAL LETTERS using Blue or Black ink pen only.
3. Certain overwriting or whiting is NOT allowed on this form.
4. Paste recent Colored passport size photograph on the space provided (Do not Staple).
5. Photograph should be cross signed and matching with given Proof of Identity (P.O.I.).
6. Sticker should be placed on the space provided on the top left.

Details to Fill:

7. Fill Customer/Company name and Father's/Mother's/Husband's name.
8. Tick (✓) correct customer status - Individual, Corporate or Bulk.
9. Tick (✓) correct Corporate Category (OCOP or JOP) and Segment for corporate customers.
10. Fill complete address details as mentioned on Proof of Address (POA).
11. COOP customer should fill office address as Present address.
12. Advertised person Name and Designation are mandatory for COOP Connection.
13. Email ID and alternate number is mandatory for all Data customers.

Existing Mobile connections/POA/POL/Visa/

Passport details:

14. Provide existing number of mobile connection (Operator wise) held in the name of applicant.
15. Fill complete details of PIA and PIA - Document number, Date of issue, Place of issue and issuing authority.
16. Fill the foreign address PO - Passport number, Visa expiry date and Visa type.
17. In absence of PIA number, form 605M should be filled and signed by the customer.

MNP/Outstation & Foreign nationals:

18. MNP customer to provide ITC details and current service provider.
19. Local reference details are mandatory for all National outstation and foreign nationals.

Postpaid Customer:

20. To fill the Bill Plan and value added services.

Declarations:

21. Customer declaration to have customer or Authorized Signatory signature / Thumb impression with date. Signature should be complete (not initials) and handwritten with given PIA.
*In case of corporate connection, company stamp is mandatory with authorized signatory stamp.
*In case of thumb impression, write full name of the customer just below the thumb impression.
22. POS declaration to have Code, Agent Name and Date. Stamp with signature should be available on the space provided for in case of outstation connection POS to mention the name of local reference telephone number.
23. Outsource needs to put the stamp with signatures on the space provided with Code and Agent name.
24. Employee to sign and mention Code, Name & designation with date on the space provided. In case of outstation customer, the name of local reference tele-verified no. to be filled.

Customer receipt:

25. POS to fill all details as the front and back of Customer receipt and handover to Customer.

POSM Mar-13

Sistema Shayam TeleServices Limited

No more wastage

Recharge with STV 490 and carry forward your balance data usage*

www.mtsindia.in 9137 955955

MBLAZE

MTS a step ahead®

*See overview for T&C.

Circle Office: Sistema Shayam TeleServices Limited, C Block, The Acropolis Mall, Thaltej, Ahmedabad - 380 054.
Registered Office: MTS Tower, 3, Amrapali Circle, Vaishali Nagar, Jaipur - 302021, Rajasthan.

Sistema Shayam TeleServices Limited

MBLAZE RECHARGES - FOR EXISTING CUSTOMERS				
	MRP	Benefit	Validity (Days)	Remarks
Regular Packs	248	1 GB	30	₹/MB
	348	1.5 GB*	30	₹/MB
	490	3 GB*	30	₹/MB
Social Media Pack	647	Social Media + 4 GB	30	₹/MB
	96	1 GB Unlimited*	1 (24hrs)	Not Applicable
	298	1 GB Unlimited*	7	Not Applicable
Unlimited Packs	798	5 GB Unlimited*	30	Not Applicable
	999	10 GB Unlimited*	30	Not Applicable
	1298	15 GB Unlimited*	30	Not Applicable
Long Validity Packs	698	4 GB	60	₹/MB
	998	6 GB	90	₹/MB
	1545	15 GB	90	₹/MB
Weekend Pack	295	6 GB**	30	₹/MB

*Weekend: Starting from 00.00hrs Saturday to 00.00hrs Monday
**Unlimited with Fair Usage Policy (FUP), for details visit www.mtsindia.in

#Balance Carry Forward (BCF) is only available on recharge with MBLaze 348 or MBLaze 490 before /within/reply of First recharge / Existing recharge.
• BCF is NOT applicable on any UNLIMITED recharge packs done earlier including First recharge.
• BCF is applicable only if there is any previous balance (MB) remaining in customer's account from First Recharge (New Customers)/Recharge (Existing Recharge).

To recharge online go to www.mtsindia.in/recharge.html
* For more details visit www.mtsindia.in or call customer care at 9137 955955.
Specification/Features are subject to change without any prior notice as per company policy.
Information correct as of September 2012 Terms and conditions apply.

MTS a step ahead®

Circle Office: Sistema Shayam TeleServices Limited, C Block, The Acropolis Mall, Thaltej, Ahmedabad - 380 054.
Registered Office: MTS Tower, 3, Amrapali Circle, Vaishali Nagar, Jaipur - 302021, Rajasthan.

Leaflet 4x8" front



Leaflet 4x8" back

We at MTS truly value the loyalty of our customers and would like to reward them for having been a member of the MBLaze family. We bring an offer that is designed to reward our customers with data benefits that will help them stay always on. So, just keep using MBLaze and get more data for the same recharge amount.

Monthly Rental (₹)	Benefit (1 st to 3 rd month)	Benefit (4 th to 6 th month)	Benefit (7 th month till lifetime)
499	3GB/month	4GB/month	5GB/month

Additional Usage at 40p/MB

ST extra as applicable. Additional usage would be charged at 40p/MB. All bill payments must be made on time in order to get additional data usage benefit. For more information, log on to www.mtsindia.in or call our customer care.

Limited Usage Plan

Plan	Monthly Rental (₹)	Bundled Data Usage	Additional Usage
MBLaze IT OEM 444 - GJ	444	3 GB	40p/MB

Unlimited Social Media Postpaid Plan

Plan	Monthly Rental (₹)	Product Benefit	Bundled Data Usage	Additional Usage
MBLaze SNS 555 4GB	555	Unlimited access to 3 social media websites.	4GB / month	40p/MB

Unlimited Usage Plans#

Monthly Rental (₹)	Free Usage	Fair Usage Policy
799	Unlimited*	6 GB
999	Unlimited*	12 GB
1249	Unlimited*	15 GB

Money Back Option also available for above plans subject to purchase of MTS MBLaze Data Device at full price. Benefit of ₹75 per month for 15 months.

*At speed upto 144 Kbps after free usage policy (FUP) usage.

For more information visit www.mtsindia.in or call customer care.

MTS a step ahead®	Circle Office: Sistema Shayam Tele Services Limited, C Block, The Acropolis Mall, Thaltej, Ahmedabad - 380 054. Registered Office: MTS Tower, 3, Amrapali Circle, Vaishali Nagar, Jaipur - 302021, Rajasthan.
-------------------	--

Modern Trade A4 leaflets

Post Paid Data Leaflets

POSM Mar-13



5.5 X 8.5 Inch



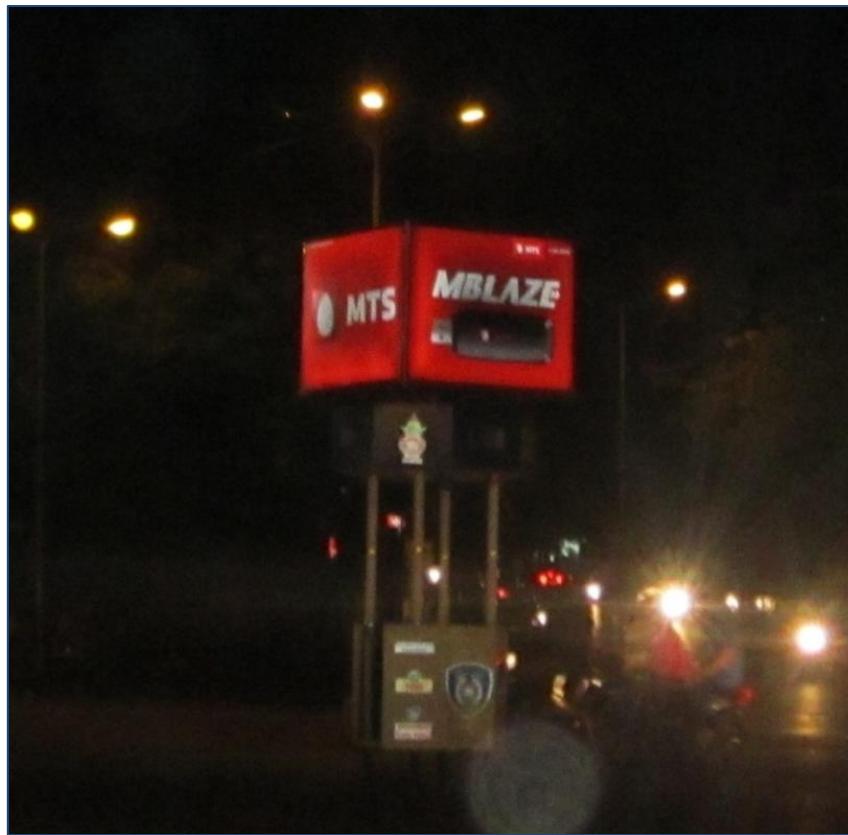
5.5 X 8.5 Inch

ONCG Data leaflets:18000 Nos

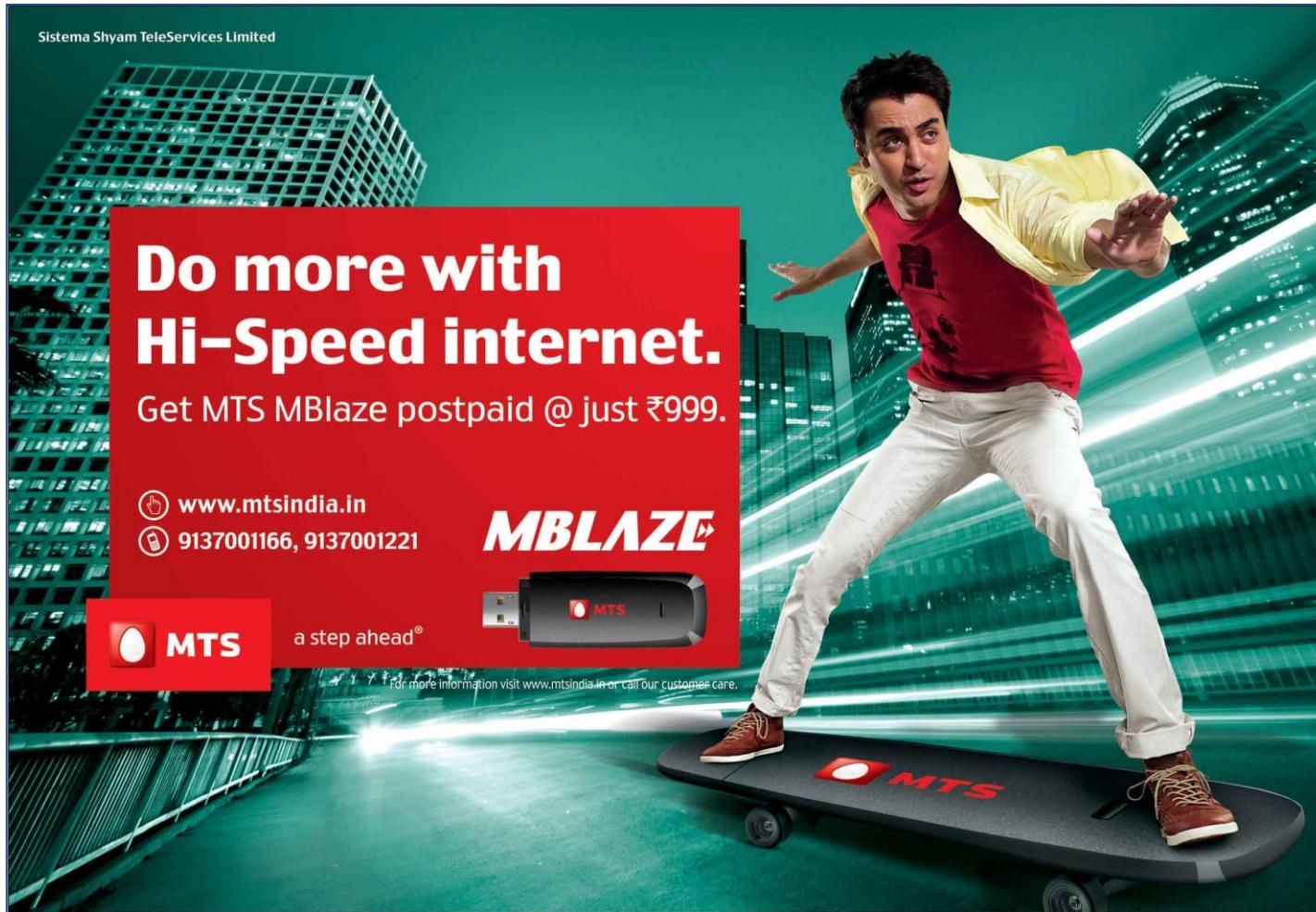


Canopy: 50 Nos

New Traffic Booth at Ahmedabad, Stadium Circle



Advertisement in Club O7 Magazine



Half Page Advertisement || Total 6,000 copies of Magazine to be printed

Look Walker Activity



Six Look-Walkers for a period of one week in Ahmedabad.
Promotions for “MTS Golden Week”.
Cost per Look-Walker per day: Rs. 2000/-

Innovation – SmartPhone LED Standees



Few Data Retail Visibility Elements



Dongle Shaped Wall Clock



Dongle Shaped Supacks



Dongle Cut-Out Standees

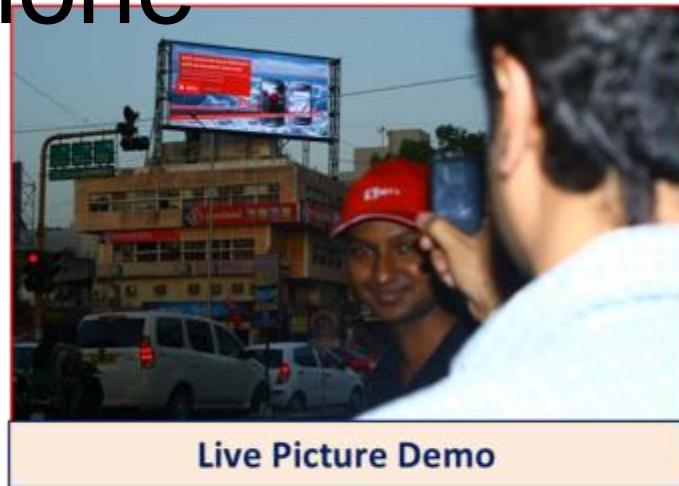
Outdoor Innovation for Data SNS



LED Innovation – SmartPhone



Normal creative of SmartPhone on LED



Live Picture Demo



Picture of a passerby taken
using Mtag

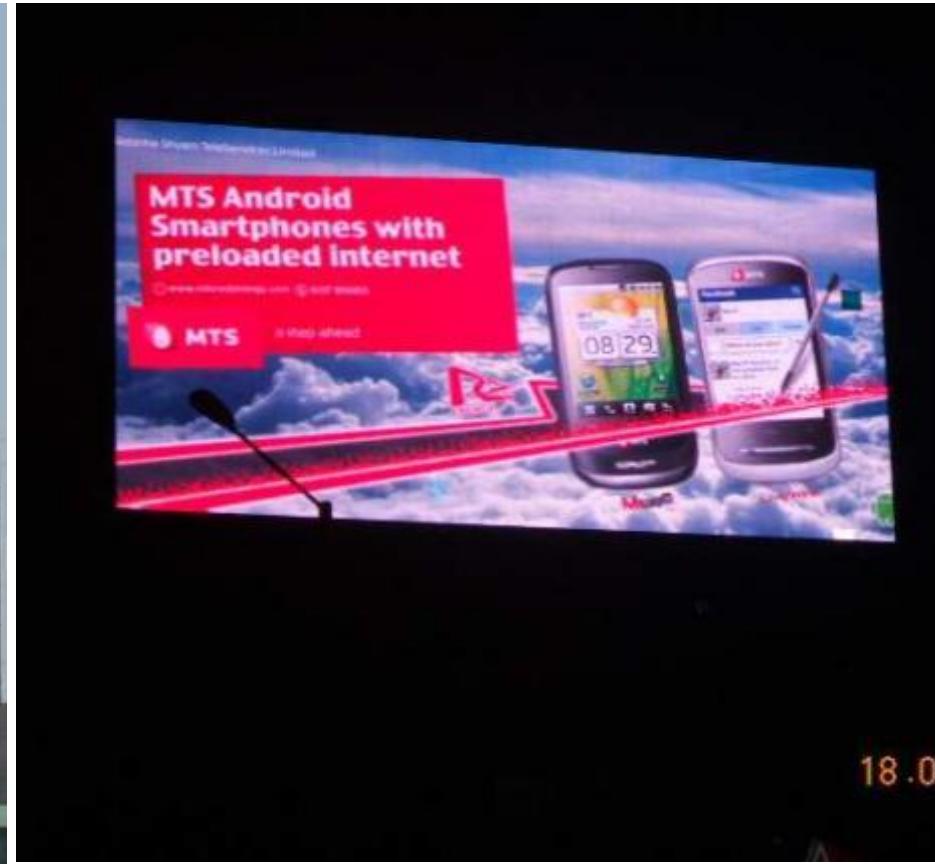


Picture transmitted on LED using
internet on Mtag

Large Format Bus Shelters



OOH LED Media

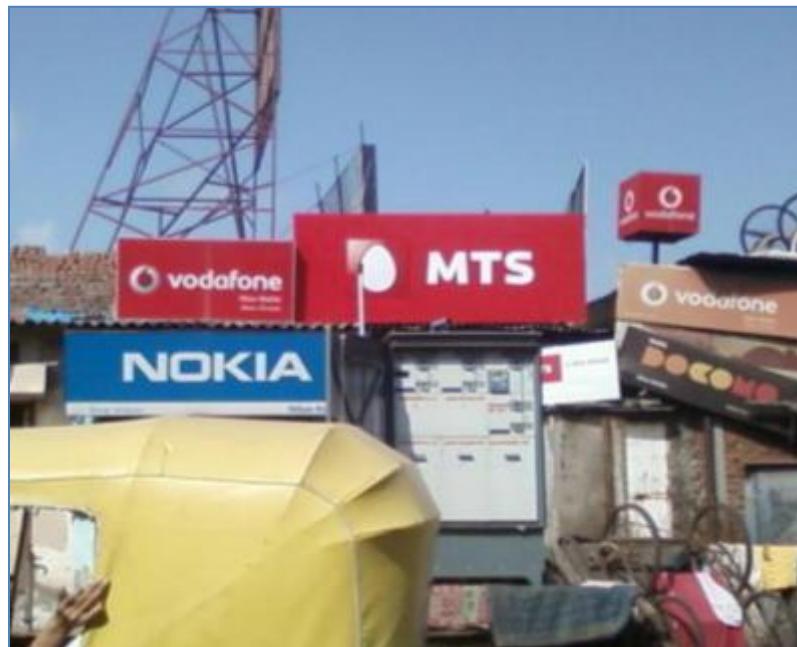
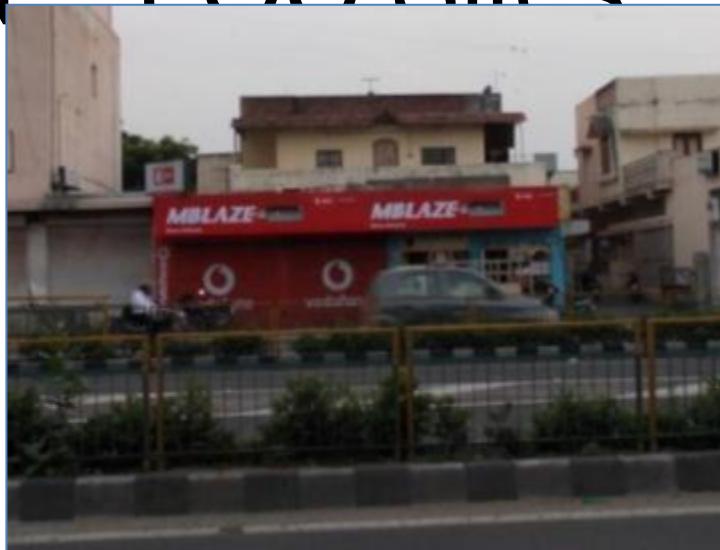


18.0

OOH Over-Head Panels



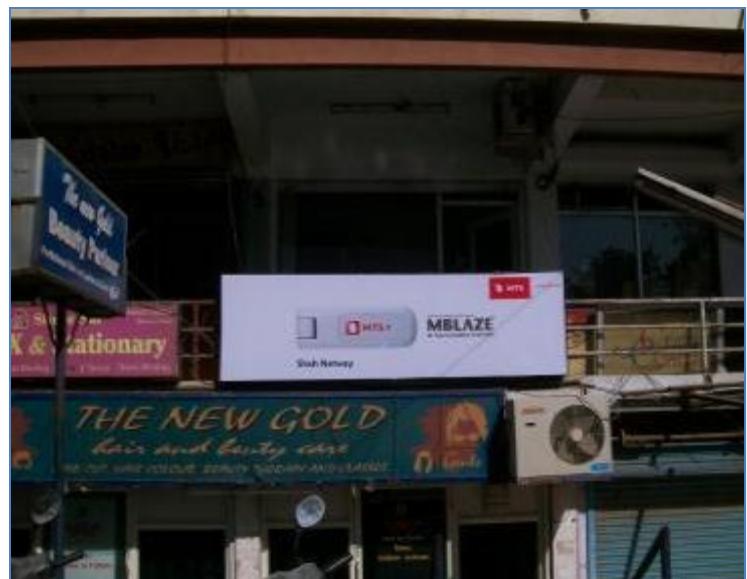
Unconventional Outdoor Media – FOC Sites



Fair Participation



Retail Visibility



Inflatable Android – Shop Front Activity



MBlaze Dummy Box



Production Initiated

IT Retail Store POSM

Sistema Shyam Interservices Limited



Banner

Malabar Shyam Interservices Limited

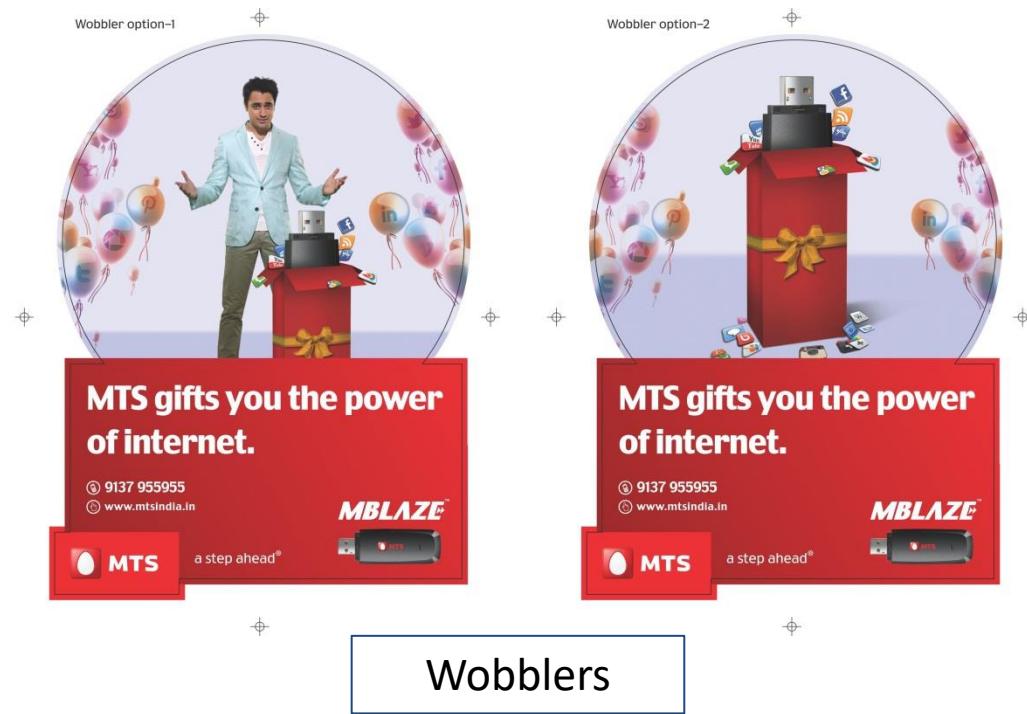


Poster

IT Retail Store POSM



Standees



Wobblers

FRC-220 3x2 Banner

Sistema Shyam TeleServices Limited



A man in a red polo shirt and dark blue pants holds a large blue frame. Inside the frame, there are various social media icons like LinkedIn, Facebook, Twitter, and YouTube. Outside the frame, there are more icons such as a camera, a movie clapperboard, a music note, a person icon, a gear, a play button, and a ball. The background is a bright blue sky.

**Get MTS MBlaze
at ₹1099.**

- Enjoy 10 GB data + Unlimited Social Media
- 1 GB extra on next four recharges
- 30 Days Validity

🌐 www.mtsindia.in
📞 9137 955955

MTS a step ahead®

MBLAZE™

USB device with the MTS logo

Terms & Conditions Apply.

BR Store Launch



BR Store Launch



Society Fest



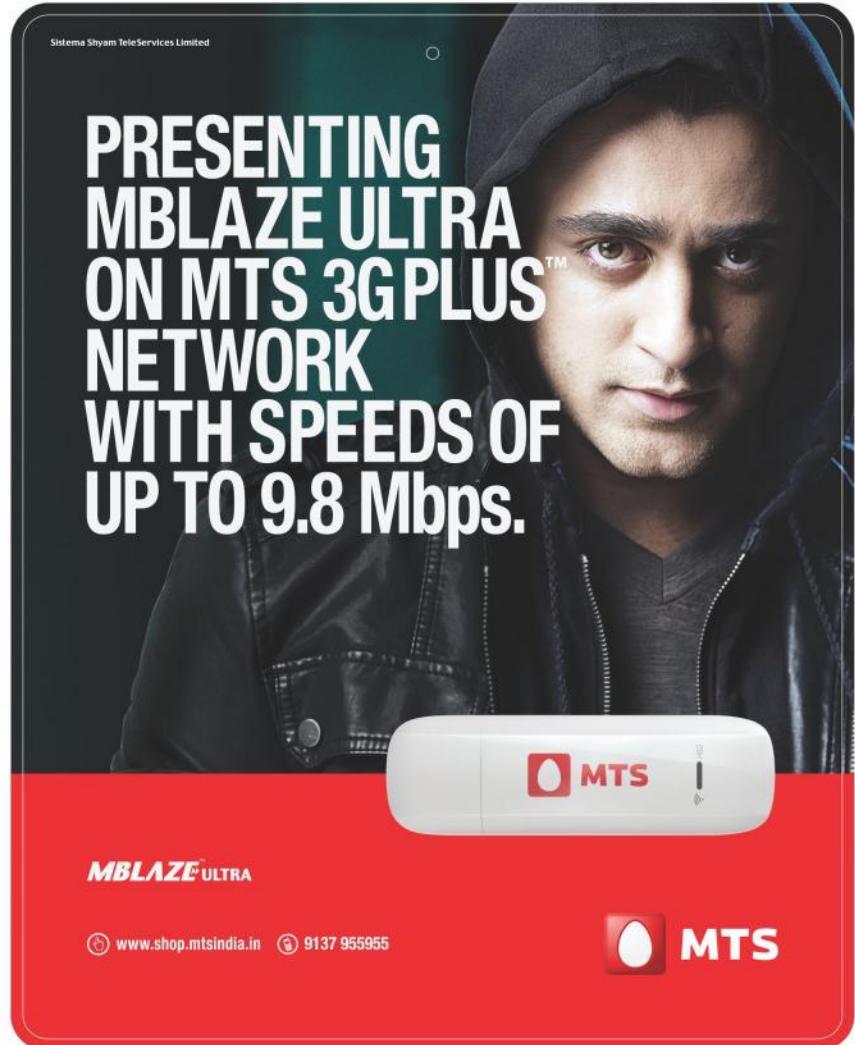
Society Fest



TCS – MTS Fit4Life Run



Collaterals – MBlaze Ultra



Dangler F&B _ Size: W8x10H inch.

Kite Festival @ Surat



Bus Stop Branding

Taller AMTS signages to help locate bus stop

City-based entrepreneurs design 15-foot tall signages for bus stops to increase visibility

A new signage has been put up at a stop in Bagusagar

AMTS and signs to be tourist destination—detailed information will be written in English and Gujarati.

09/01/2014

FATVA COUPLE KILLED IN ROAD ACCIDENT

Thirty-seven year old Muhammad Iftath Khan and wife Badrunisa, from CRB, residents of Alsisar, were killed in a road accident.

The driver of the dumper who is absconding. According to police sources, the couple had gone to visit Baroda last month. A second fatwa was issued.

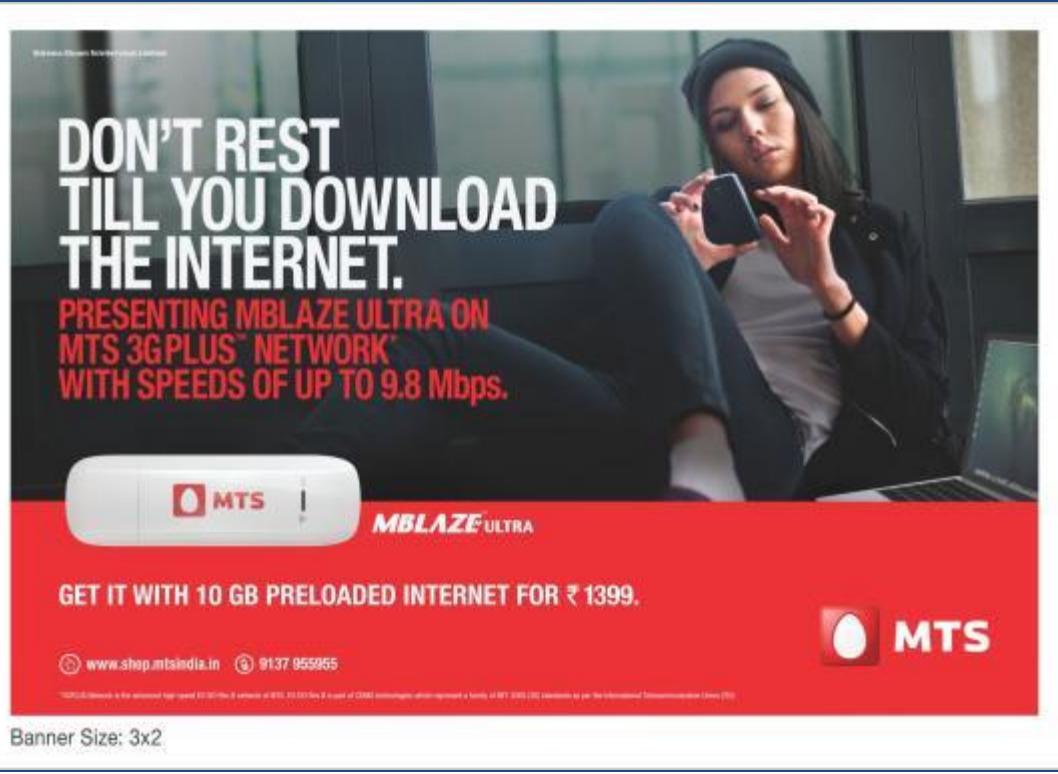
Ejazibhai said the driver of the dumper and accompanying cleaner had fled the spot immediately after the accident. However,

AMTS

MTS



Collaterals – MBlaze Ultra



DON'T REST TILL YOU DOWNLOAD THE INTERNET.

PRESENTING MBLAZE ULTRA ON MTS 3G PLUS™ NETWORK WITH SPEEDS OF UP TO 9.8 Mbps.

MTS | **MBLAZE ULTRA**

GET IT WITH 10 GB PRELOADED INTERNET FOR ₹ 1399.

www.shop.mtsindia.in | 9137 955955

©2013 MTS is the second largest 3G operator in India. It services all 19 states & union territories of India. It is the 2nd largest 3G operator in India. MTS 3G Plus™ network is a brand of MT Sainik Communications Limited (MSCL).

Banner Size: 3x2



DON'T REST TILL YOU DOWNLOAD THE INTERNET.

PRESENTING MBLAZE ULTRA ON MTS 3G PLUS™ NETWORK WITH SPEEDS OF UP TO 9.8 Mbps.

MTS | **MBLAZE ULTRA**

GET IT WITH 10 GB PRELOADED INTERNET FOR ₹ 1399.

This single knows how you live your internet. Exceptionally fast. It delivers consistently strong average speeds and a top speed of 9.8 Mbps. And gives you an internet experience that is download-heavy and buffer-free. In short, epic.

MBLAZE ULTRA

www.shop.mtsindia.in | 9137 955955

©2013 MTS is the second largest 3G operator in India. It services all 19 states & union territories of India. It is the 2nd largest 3G operator in India. MTS 3G Plus™ network is a brand of MT Sainik Communications Limited (MSCL).

Collaterals – MBlaze Ultra Wi-Fi

Sistema Shyam TeleServices Limited

MBLAZE ULTRA Wi-Fi.
CONNECT MULTIPLE GADGETS.
ON THE GO.

MTS

MBLAZE ULTRA WI-FI

www.shop.mtsindia.in | 9137 955955

Wi-Fi_Banner_Size: 3x2

Gujarat

Sistema Shyam TeleServices Limited

MBLAZE ULTRA Wi-Fi.
CONNECT MULTIPLE GADGETS. ON THE GO.

MTS

MBLAZE ULTRA WI-FI

www.shop.mtsindia.in | 9137 955955

Wi-Fi_Poster_Size: W14 x H19 Inch.

Gujarat

MTS Rising at IIT Gandhinagar



MBlaze Ultra Emailer – Enterprise

Sistema Shyam TeleServices Limited



**AN OFFER
BORN FOR THE
INTERNET**

**Get at least 10% Saving and
Customized Offer on MBlaze Ultra**

NOW EXPERIENCE MTS 3G PLUS™ NETWORK ON TWO DEVICES

MBlaze™ Ultra



DOWNLOAD HEAVY AND BUFFER FREE
INTERNET EXPERIENCE.

EXPLOIT THE WEB. WITH SPEED OF
UP TO 9.8 Mbps.

MBlaze™ Ultra Wi-Fi



CONNECT 5 OF YOUR GADGETS
TO THE INTERNET WITH ONE DEVICE.

EXPLOIT THE WEB. 5 TIMES OVER.

You can now enjoy the phenomenal speed of MTS 3GPlus with a special customized plan that we will create for you. This plan comes bundled with the MBlaze Ultra and is designed to meet your specific requirements.

MPower – Dangler (Employees)

Dangler:10X10 in



Dangler:10X10 in

**TRANSFORM
YOURSELF.
TRANSFORM YOUR
ORGANISATION.**



MPower – Poster & Standee (Employees)



Mpower Standee: 3x6



MPower Poster A3

Women's Day – Table Top Creative (Internal Office)



Thanking You for being with us.
Happy Women's Day

MTS
From MTS Family.

Khushboo Shah



Thanking You for being with us.
Happy Women's Day

MTS
From MTS Family.

Bhawna



Thanking You for being with us.
Happy Women's Day

MTS
From MTS Family.

Aarti Dilipkumar Modi



Thanking You for being with us.
Happy Women's Day

MTS
From MTS Family.

Parneeti



Thanking You for being with us.
Happy Women's Day

MTS
From MTS Family.

Payal D1



Thanking You for being with us.
Happy Women's Day

MTS
From MTS Family.

Pooja

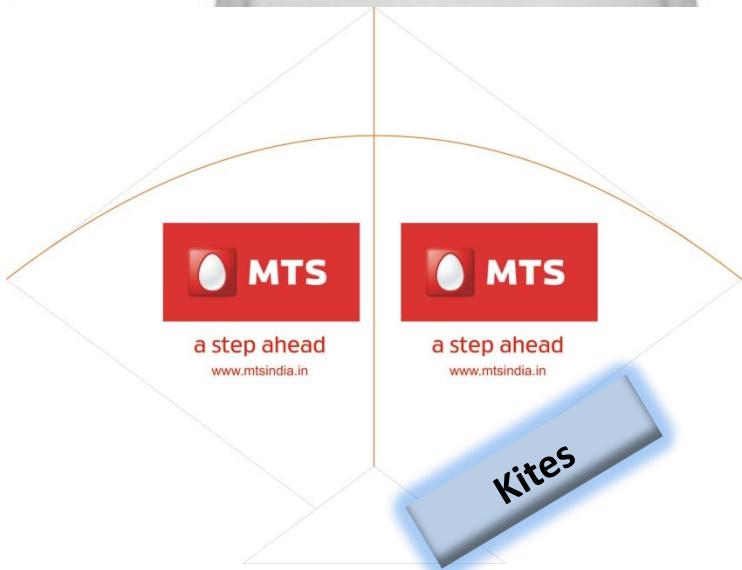
MTS Rising @ PDPU & VGEC, Gandhinagar



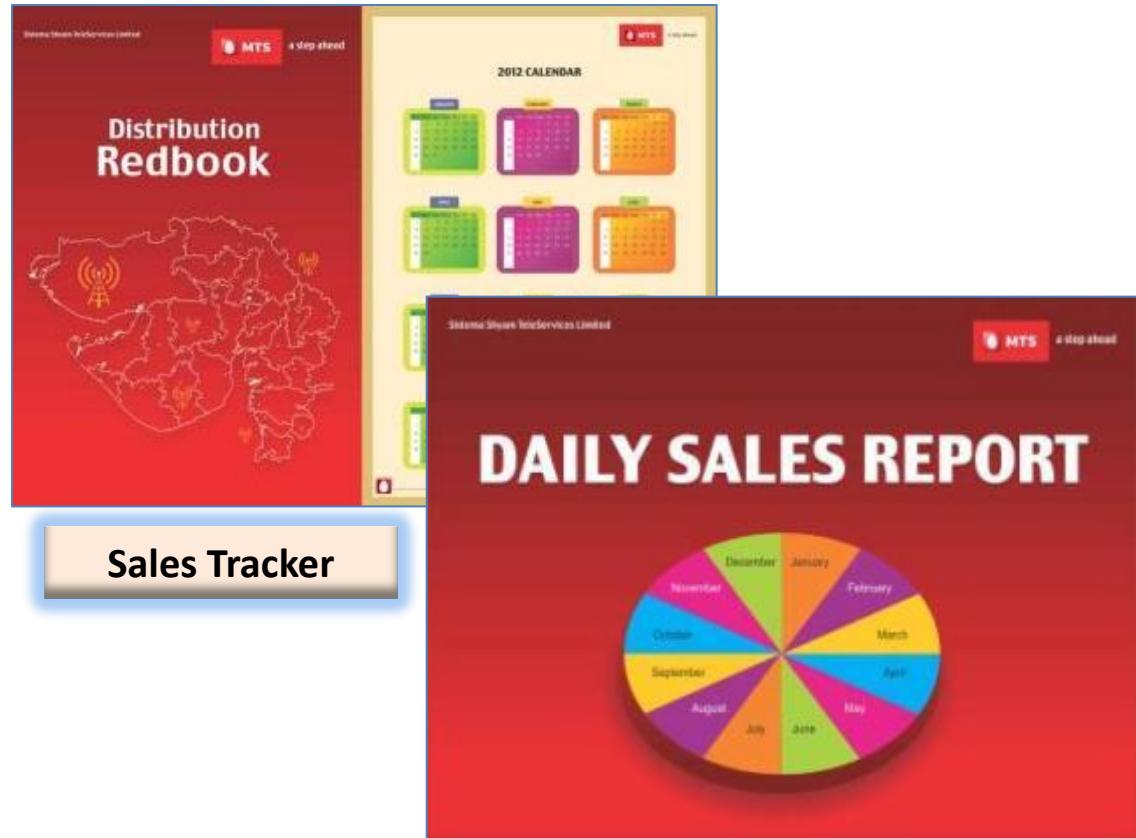
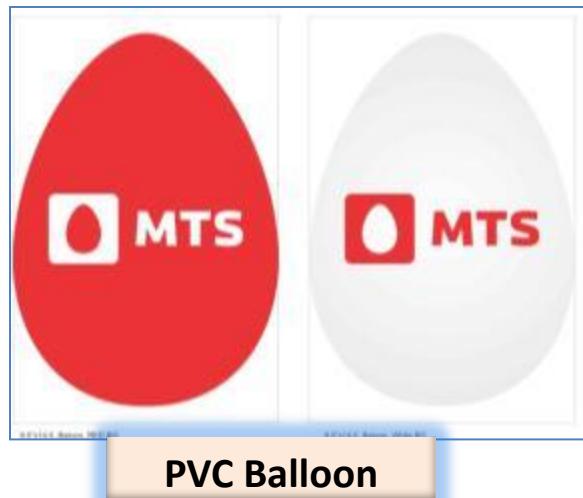
Collaterals – Sticker MBlaze Ultra



Special Elements



Special Elements



Customized Elements



Retailer Meet Invite

Device
Box Sticker

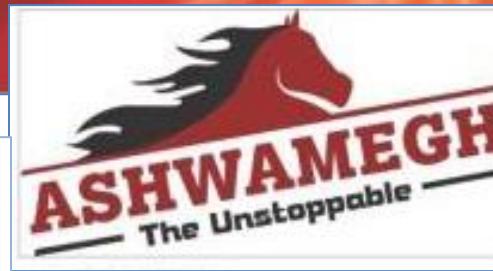


Gazebo

Support to Other Functions



CRE Badge



AOP Cascade
Meet



DOB
DOJ
Res. Address	
.....	
Location	
Emergency Contact No	

Authorized Signature

▪ ID Card Should be carried at all times while on duty, and should be produced on demand.
▪ If ID Card is lost, the same should be informed to the HR Department immediately.
▪ Please Surrender this card to the HR Department on cessation of service or transfer out of location.

Ma Foi Management Consultants Ltd.
385, Poonamallee High Road,
Karpal Puram, Chennai - 600010.
Phone: 044-46227000
Fax: 044-46227474
www.mafoirandstad.com

I-Cards – Off Roll

Customized Elements – Modern Trade

Mobile Broadband USB Modem
MBLAZE
Hi-Speed Mobile Internet

Hi-speed Data Card Available Here

www.mtssubscribers.com 9137 999995

Mobile Broadband USB Modem
MBLAZE
Hi-Speed Mobile Internet

₹1100 मात्र MBLAZE डेटा कार्ड साथे मेनवो 3 GB Data अने द्रावेल बेग तदन फ्री*

www.mtssubscribers.com 9137 999995

Mobile Broadband USB Modem
MBLAZE
Hi-Speed Mobile Internet

MTS हाई-स्पीड डिवाइस 3.1 MBPs स्पीड साथे मात्र ₹1089मात्र अने साथे मेनवो 3 GB Data चुकौड़ तदन फ्री*

www.mtssubscribers.com 9137 999995

Mobile Broadband USB Modem
MBLAZE
Hi-Speed Mobile Internet

Hi-speed Data Card Available Here

www.mtssubscribers.com 9137 999995

SABSE SASTE 5 DIN
25 - 29 JANUARY

₹1099 मात्र MBLAZE डेटा कार्ड साथे मेनवो 3 GB Data अने द्रावेल बेग तदन फ्री*

www.mtssubscribers.com 9137 999995

BIG BAZAAR

Mobile Broadband USB Modem
MBLAZE
Hi-Speed Mobile Internet

MTS हाई-स्पीड डिवाइस 3.1 MBPs स्पीड साथे मात्र ₹1089मात्र अने साथे मेनवो 3 GB Data चुकौड़ तदन फ्री*

www.mtssubscribers.com 9137 999995

Flex Banners

Customized Elements – Modern Trade & IT Retail

Table Top

NOBODY GETS THERE BEFORE I DO.

The MBLAZE Advantage

- Congestion free high-speed network upto 3.1 Mbps.
- All India Roaming without additional cost.
- Choose from a range of attractive tariff plan.

MTS 1

Mobile Broadband USA Mtns
MBLAZE
Hi-Speed Mobile Internet

9137 955955
www.mtsindia.in

MTS a step ahead

BIG BAZAAR one mobile

First Recharge Plan

MBP (T)	Bundled Free Usage	Validity	Extra Usage Charge
400*	2GB	10-days	₹ 1/MB
500	3GB	10-days	₹ 1/MB
600	4GB	10-days	₹ 1/MB
800	6GB	10-days	₹ 1/MB

*400 - upto 10 MBs (minimum 100 MBs)

100 MBs + 100 mins + 100 texts + 1000 MBs (valid for 2 Recharges)

Pay as you wish

Choose your plan as per your need

Recharge Pack	MBP (T)	Bundled Free Usage	Validity	Extra Usage Charge
Unlimited	90	UNLIMITED	1-day	N/A
	200	UNLIMITED	7-days	N/A
	700	UNLIMITED	30-days	N/A
	1000	UNLIMITED	30-days	N/A
	1200	UNLIMITED	30-days	N/A
Monthly Plan	300	3GB	30-days	₹ 1/MB
	400	700 MBs	30-days	₹ 1/MB
	600	1GB	30-days	₹ 1/MB
	800	1.5GB	30-days	₹ 1/MB
Unlimited Pack	500	3GB	30-days	₹ 1/MB
Long Validity	100	3GB	90-days	₹ 1/MB
	150	5GB	90-days	₹ 1/MB
	200	100 MBs / Day for 120 Days	120-days	₹ 2/GB/MB

Restrictions apply for usage plans. For details visit www.mtsindia.in or download our user-friendly website: www.mtsindia.in/mts_welcome.html. Weekends - Starting from 06 AM Saturday to 06 AM Sunday.

System Requirements

- Windows 2000, Windows XP, Windows Vista, Windows 7, MNC (the MBLAZE Premium plan)
- Supports Standard USB 2.0
- Hard disk free space: 100 MB or above
- RAM: 256MB or above

To recharge online go to www.mtsindia.in/recharge.html

For more details visit www.mtsindia.in or call customer care at 9137 955955. Special offer valid for a limited time period. Offers and other terms & conditions apply. Information subject to change without prior notice. © 2007 MTS. All rights reserved.

NOBODY GETS THERE BEFORE I DO.

The MBLAZE Advantage

- Congestion free high-speed network upto 3.1 Mbps.
- All India Roaming without additional cost.
- Choose from a range of attractive tariff plan.

9137 955955
www.mtsindia.in

MTS a step ahead

MBLAZE
Hi-Speed Mobile Internet

NOBODY GETS THERE BEFORE I DO.

The MBLAZE Advantage

- Congestion free high-speed network upto 3.1 Mbps.
- All India Roaming without additional cost.
- Choose from a range of attractive tariff plan.

9137 955955
www.mtsindia.in

MTS a step ahead

MBLAZE
Hi-Speed Mobile Internet

Get Speed on your Laptop too.

The MBLAZE Advantage

- Congestion free high-speed network upto 3.1 Mbps.
- All India Roaming without additional cost.
- Choose from a range of attractive tariff plan.

9137 955955
www.mtsindia.in

MTS a step ahead

MBLAZE
Hi-Speed Mobile Internet

Customized Elements – BR

3 x 1.5 – Banner – Mblaze

मासो हाईस्पीड इन्टरनेट मात्र ₹499 ना मासिक भाडा साथे

8 GB दिवस दरम्यान
15 GB रात्रि दरम्यान

MTS a step ahead

MBLAZE®
Hi-Speed Mobile Internet

वधु आहिती माटे अमारा कल्याण करते कॉल करो आण्यां पर लोऱ ऑन करो.

www.mtsindia.in 9137 155155

3 x 1.5 – Banner – MTS – Mobile

मात्र ₹699 मां
MTS कलेकशन खरीदो अने मेण्यो

- 699 STD + लोकल मिनीट कोलार्ज कोर्सिप्ला नेटवर्क पर
- MTS कलर हैंडसेट

MTS a step ahead

वधु आहिती माटे अमारा कल्याण करते कॉल करो आण्यां पर लोऱ ऑन करो.

www.mtsindia.in 9137 155155

Banners

Sistema Shyam TeleServices Limited

MTS स्टोर हवे महेसाणा मां... तमारी वधु नजुक !!

स्थळ : छ-२८, परफेक्ट प्लाझा, राधनपुर रोड, महेसाणा.
मो. :- 9137002828, 9137036510

www.mtsindia.in 9137 155155

Sistema Shyam TeleServices Limited

MTS स्टोर हवे तमारी वधु नजुक.

अत्याधुनिक सुविधा साथे

Mobile | Hi-speed Internet | Smartphone

स्थळ : हुक्केन नं.-२, ओदवाळ रोड नं. १, जेली बंगलो पासे, अस. टी. रोड, आमनगर. मो. :- 9137036037

Sistema Shyam TeleServices Limited

MTS स्टोर हवे तमारी वधु नजुक.

अत्याधुनिक सुविधा साथे

Mobile | Hi-speed Internet | Smartphone

स्थळ : ७, बालाजु प्लाझा, चीक जस्टीस बंगलो सामे, जुल्स बंगलो रोड, बोडकेव, अमरावाई. मो. :- 9137002920

की डोमेनीमेन्टी गीफ्ट शीबाक वाच

राखे मने हमेशा सोयी आगाम मासो हाईस्पीड इन्टरनेट मात्र ₹499ना मासिक भाडा साथे

- 8 GB दिवस दरम्यान
- 15 GB रात्रि दरम्यान

MTS a step ahead

MBLAZE®
Hi-Speed Mobile Internet

वधु आहिती माटे अमारा कल्याण करते कॉल करो आण्यां पर लोऱ ऑन करो.

www.mtsindia.in 9137 155155

की डोमेनीमेन्टी गीफ्ट शीबाक वाच

मात्र ₹ 699 मा MTS कलेकशन खरीदो शक्ते मेण्यो

- 699 STD + लोकल मिनीट कोलार्ज कोर्सिप्ला नेटवर्क पर
- MTS कलर हैंडसेट

MTS a step ahead

वधु आहिती माटे अमारा कल्याण करते कॉल करो आण्यां पर लोऱ ऑन करो.

www.mtsindia.in 9137 155155

Leaflets

Press Advertisements

**Your first
Android Smartphone @ ₹4999.**
Get a Smartphone with a year of preloaded usage on the hi-speed MTS network.
Own the MTS Mtag 3.1 and MTS Livewire Android Smartphones. They are designed to make you rule the social networking world, and give your Red Energy a boost.
Red Energy Booster:

- Preloaded Smartphone • 150 MB/month data usage • 150 mins/month talktime (Local & National)
- 150 SMS/month (Local & National)

a step ahead
Mtag 3.1 ₹5499/-
• Android 2.2 (Froyo), EVO D Rev A • Hi-Speed Internet Access up to 3.1 Mbps • Direct Access to Android Market with over 2,00,000 apps • 3.0MP Camera • MTS TV • YouTube • Touch Screen 71.22 mm
* Android 2.2 (Froyo), EVO D Rev A • Hi-Speed Internet Access up to 3.1 Mbps • Direct Access to Android Market with over 2,00,000 apps • 3.0MP Camera • MTS TV • YouTube • Touch Screen 71.22 mm
To know more about MTS Android Smartphones visit [www.mtsredenergy.com](#) or call our toll free numbers: 9137 955995 (MTS customers), 1800-2000-100 (non MTS customers). Registered Office: MTS Tower, 3 Amrapali Circle, Vaishali Nagar, Jaipur - 302021, Rajasthan.
MTS RETAIL: AHMEDABAD: MG Road, Opposite Astrofile Chakla - 9137021802, MG Road - 9137021801, Bodakdev - 9137020808, Bopal - 9137021500, Dabhoi - 9137021100, Dhrang - 9137020900, Gandhinagar - 9137020718, Jamnagar - 9137020281, MANSA: Old Bus Stand - 9137020871, MORBI: Morbi - 913702125, BHARUCHA: Chhatra Circle - 9137020899, GANDHINAGAR: Sector-II - 9137020718, NASAR: Vejpur - 9137020218, RAJAVI: Rajya Road - 9137020800, Jagore Marg - 9137020367, SURAT: Circle Adajan - 913702584, City Light - 913702079, Kataragan Main Road - 913702688, Udhana Road - 9137020969, Varsala Road - 9137020363, SURENDRANAGAR: New Junction Road - 91370274, VAJDARA: Alkupuri - 913702507, Fatehgunj - 913702608, Old Pedro Road - 913702595, Rajmaha Road - 913702657, Waghodia - 913702626, VERAHAL: Tower Chowk - 9137022601, Rediffusion-Y&B/Music/MTS/844

Sistema Shyam TeleServices Limited

1

**MTS GUJARAT
TURNS ONE.**

Join the celebrations and enjoy local MTS to MTS calls & SMS complimentary along with superior voice & data services.

a step ahead

www.mtsindia.in 9137 155155

**Mastr ₹699માં
MTS કલર ફેન્ડ્સેટ
સાથે ₹ 699 STD અને
લોકલ મિનિટ**

www.mtsindia.in
9137 155155

a step ahead

Sistema Shyam TeleServices Limited

**માસ્ટર ₹699માં
MTS કલર ફેન્ડ્સેટ
સાથે ₹ 699 STD અને
લોકલ મિનિટ**

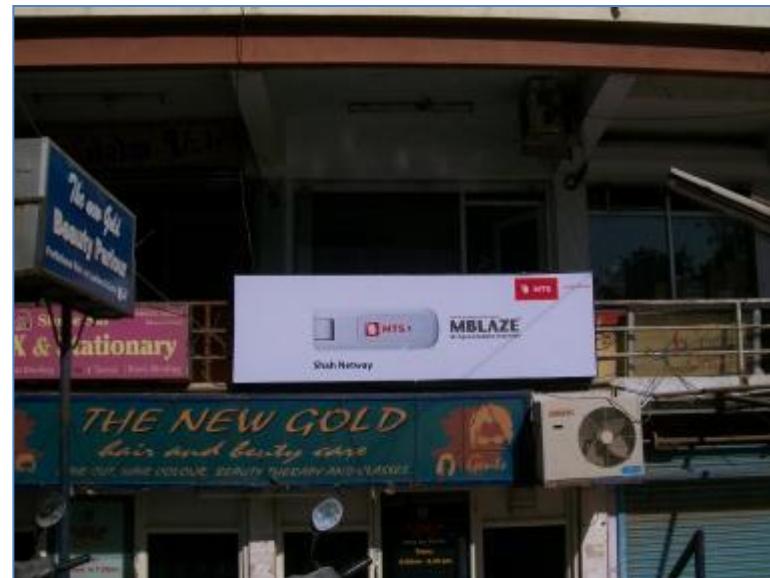
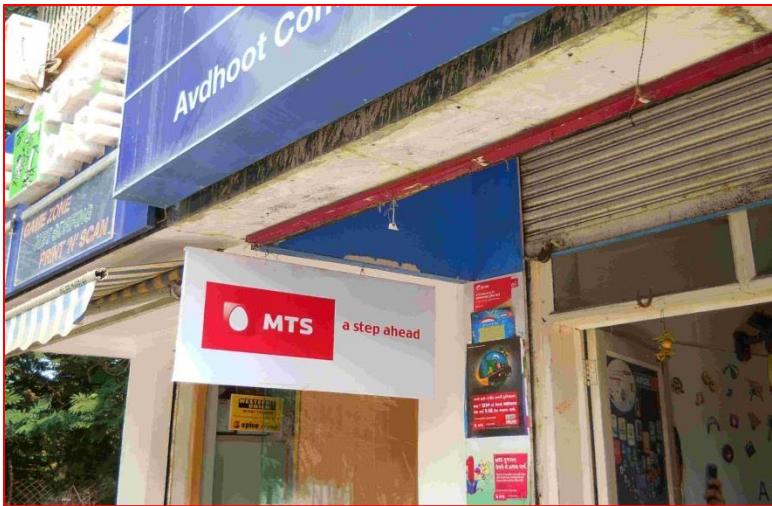
www.mtsindia.in
9137 155155

a step ahead

Outdoors



Retail Visibility



Retail Visibility



Retail Visibility



Exhibition Participation



Office Branding



Store Launch & Retail Engagement



Merchandising



Collaterals – Leaflet New Network Site

Sistema Shyam TeleServices Limited

आपनी वधु सारी सेवा
माटे MTS आव्युं छे
त्रांगांड, I.O.C. रोड पर
MTS 3G PLUS™ NETWORK साथे



MBLAZE™ ULTRA



DOWNLOAD HEAVY AND BUFFER FREE INTERNET EXPERIENCE.
EXPLOIT THE WEB. WITH SPEED OF UP TO 9.8 Mbps.

MBLAZE™ ULTRA WI-FI

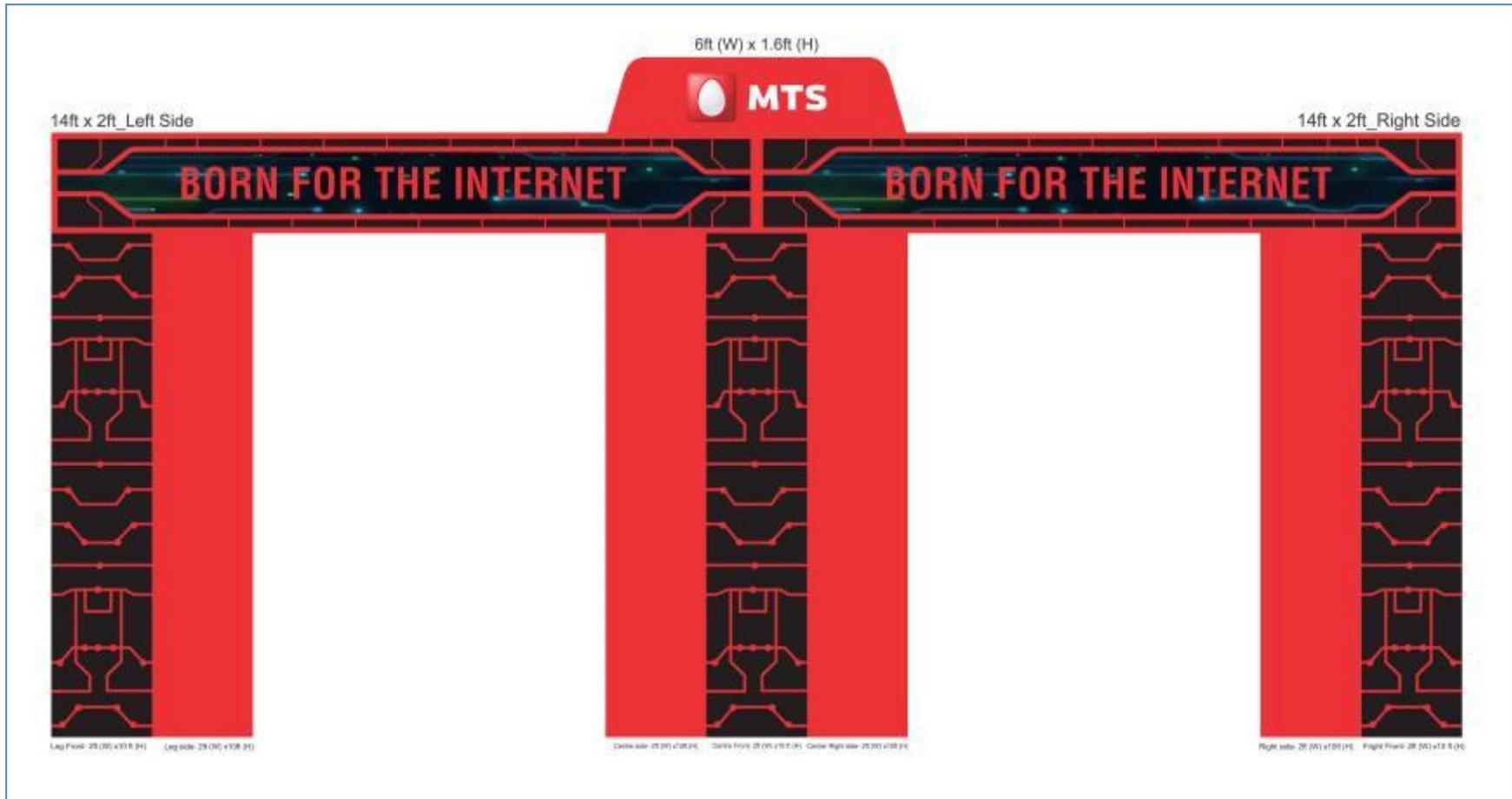


CONNECT 5 OF YOUR GADGETS TO THE INTERNET WITH ONE DEVICE.
EXPLOIT THE WEB. 5 TIMES OVER.

⌚ www.shop.mtsindia.in ⚖ 9137 955955

 **MTS**

MTS Day – Gate Artwork (Internal Office Event)



MTS – Mitra Certificate (Retail Engagement)



Certificare Size_A4

MTS – Mitra Banner (Retail Engagement)

Sistema Shyam TeleServices Limited

MITRA. AUTHORIZED RETAIL POINT ONE-STOP-SHOP FOR ALL YOUR MTS NEEDS.

- DATA CARD SALES
- HANDSET SALES
- DATA CARD REPAIR
- CUSTOMER HELP DESK
- SIM CARD SALES & REPLACEMENT
- HANDSET REPAIR
- BILL PAYMENT

www.shop.mtsindia.in | 9137 155155 / 9137 955955

 **MTS**

Wi-Fi Ground Activation

MTS Consumer Activation Plan

- The idea is to talk to today's internet generation
- Product experience
- Generate mass awareness about MBlaze
- Generate Sales Leads
- Tap professionals between age group of 21-30 years
- Corporate Parks, Colleges, Malls, Youth Hang-Out Areas
- Special benefits for spot bookings

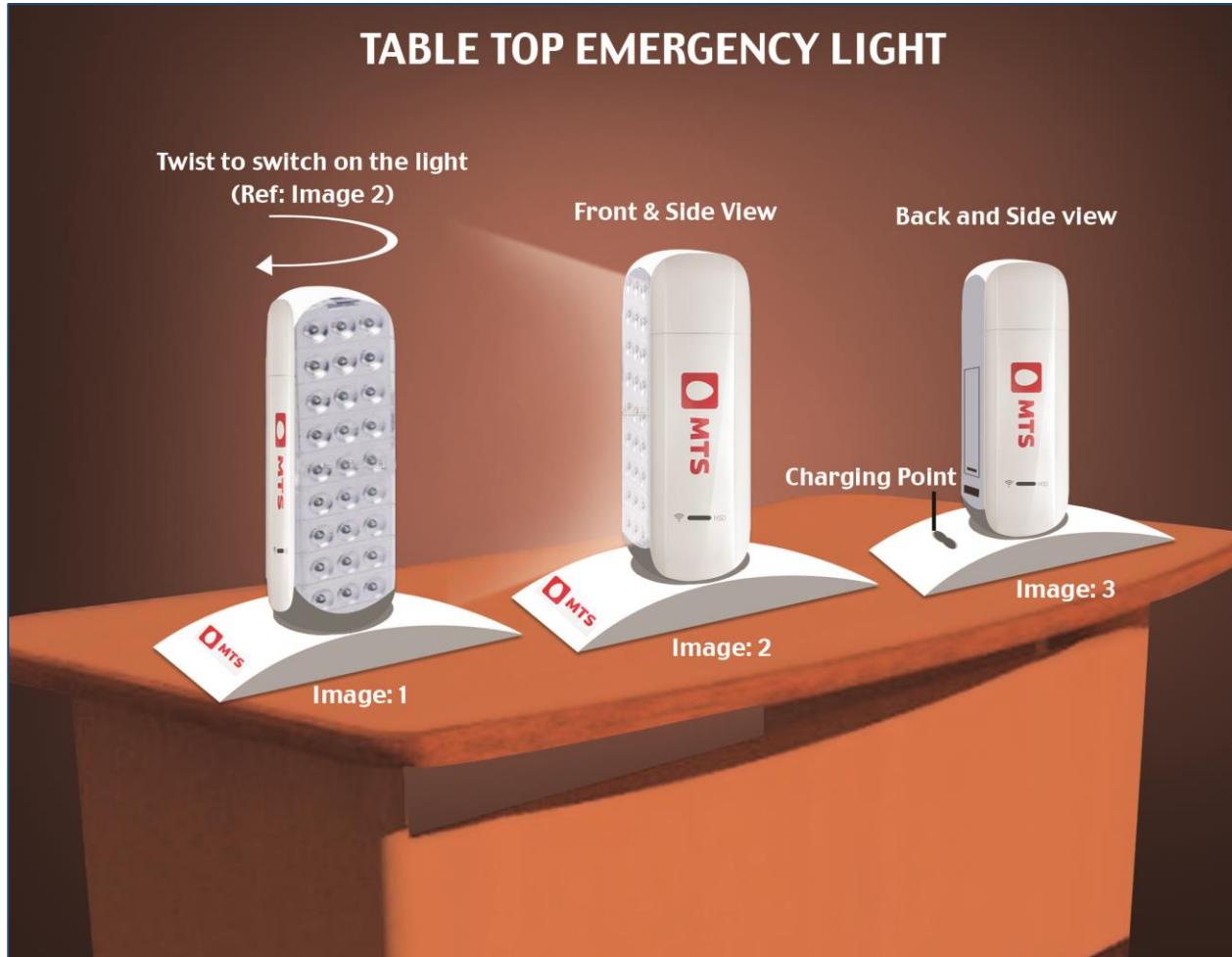


Wi-Fi Zone (MDF Wood)



During market visits, it was recommended by retailers that we should put up an element within shops that informs customers that MBlaze Wi-Fi Demo is available at the outlet.

Table Top Emergency Light



Having more than dozen of operators in market, it is difficult to get shelf-space inside retail outlets. Hence, it is now imperative to creative elements which are differentiator from regular element that other operators provide.

In-Shop Differentiator



- Utility shelf cum mobile charging unit with clock & LED display
- Longer shelf life

Now since we will be starting focusing on Voice, these type of elements will help enhance visibility and brand awareness

In-Shop Differentiator



Clock-cum LED table top

Life size dongles placed near BRs



Branded RCV Box



Retailers have hard time managing and keeping Paper Vouchers. These type of box will help them keep paper RCVs systematically and they will be more than happy to keep this element

In-Shop Differentiator



Now since we will be starting focusing on Voice, these type of elements will help enhance visibility and brand/product awareness

Other Elements

- Low cost options with high visibility like No Parking Signages on apartment gates
- Apartment signages
- Exploring branding options with high footfall outlets/multiplexes

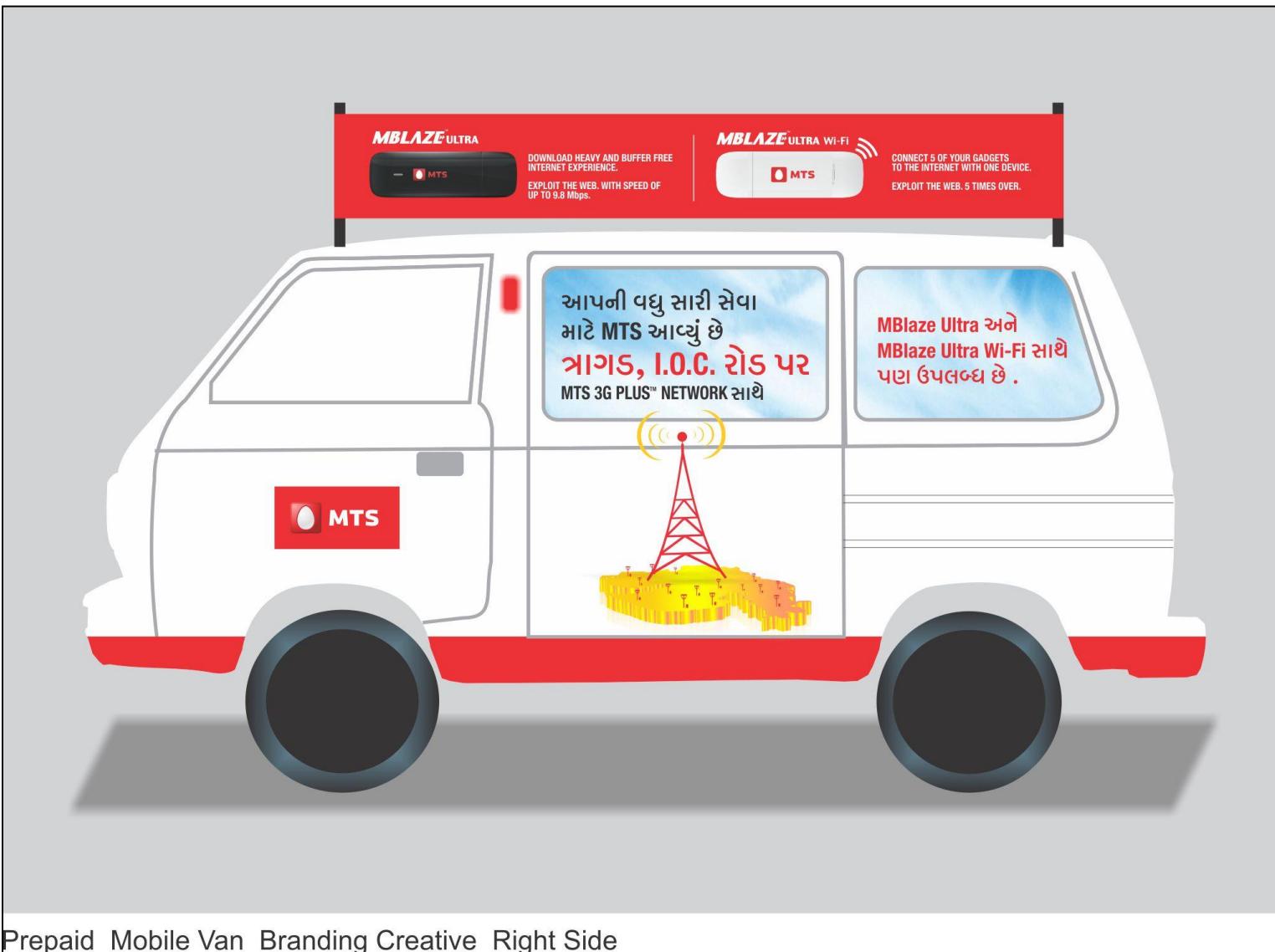


Jackets for Merchandisers

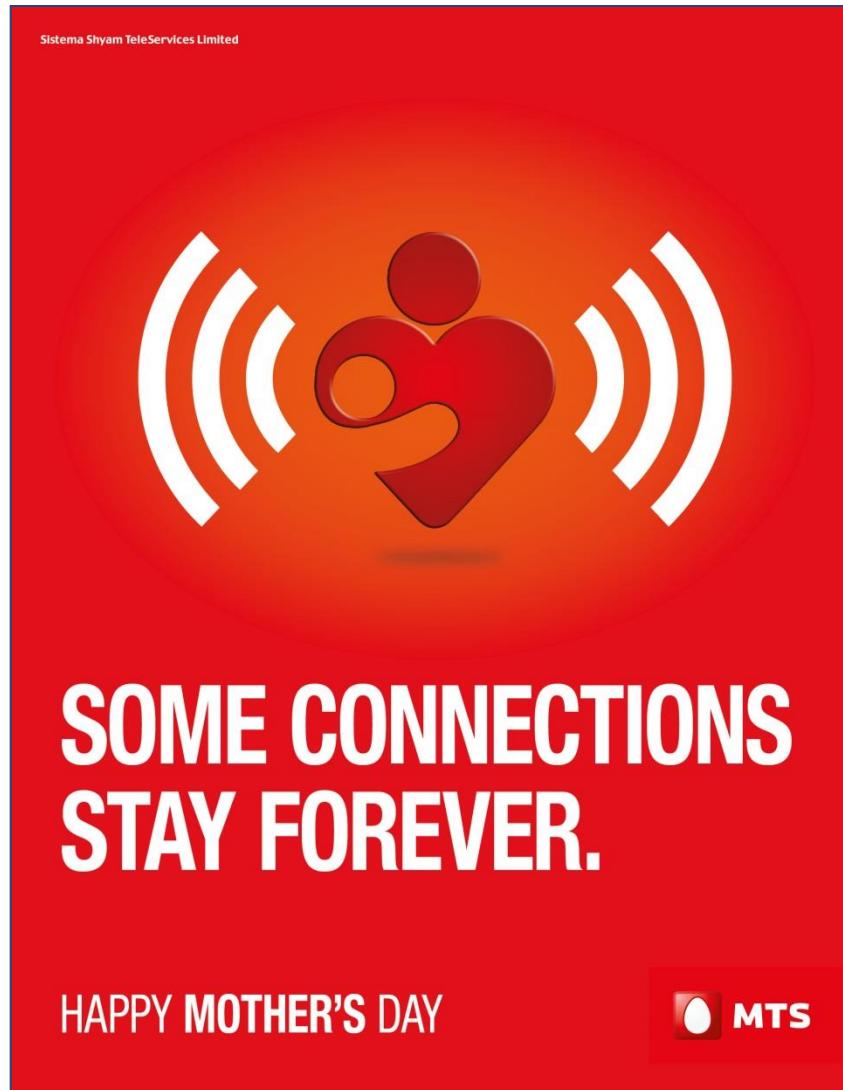


These MTS branded jackets to be provided to Merchandisers who visits retail outlets on regular basis. This will create an identity for these merchandisers and since most of the time they are on street and markets, it will also help create brand awareness.

VAN Layout for New Network Site



Mothers Day Emailer



Online Payment Emailer

Sistema Shyam TeleServices Limited

**INSTEAD OF
CRAWLING TO THE
NEAREST STORE,
I RECHARGE ONLINE
AND SAVE MONEY.**



**PAY ONLINE AND GET AMONG THE 10 LUCKY CUSTOMERS
TO SAVE UP TO 50-100% BILL VALUE DISCOUNT.**



Collaterals – MBlaze Ultra and Wi-Fi Poster



Wi-Fi Partner @Arijit Singh Concert



HP Alliance – Poster Notebook and Tablet

Sistema Shyam Tele Services Limited

hp

**NO Wi-Fi? NO PROBLEM.
MBLAZE YOUR HP Omni¹⁰
WITH LIFETIME DATA
ON MTS 3GPLUS™ NETWORK*.**



HP Omni¹⁰ Tablet

MBLAZE ULTRA WI-FI

GET MBLAZE ULTRA WI-FI WITH LIFETIME DATA USAGE AND ADDITIONAL ACCESSORIES AT NO COST, WITH EVERY HP Omni¹⁰ TABLET.

CONNECT UP TO 5 DEVICES AND EXPLORE THE WEB.



www.mtsindia.in/offers/tablet

*Subject to the terms and conditions of MTS 3GPlus Data Plan. MTS 3GPlus Data Plan is a 1200 minutes package and 1GB data package. Any usage beyond 1GB will incur a charge of Rs. 100/- per MB. Minimum duration of one year.

mts

Poster A3_HP Tablet Artwork

HP Alliance – Sticker Notebook and Tablet



Education Fair Participation



Collaterals – Mblaze Power Wi-Fi Banners

Sistema Shyam TeleServices Limited

**NEVER FALL OFF THE GRID.
GET Wi-Fi AND BATTERY BANK
IN ONE DEVICE.**

EXPLOIT THE WEB ON MTS 3GPLUS™ NETWORK:

MTS

MBLAZE™ is a trademark of MTS. MTS 3GPLUS™ is a trademark of Sistema Shyam TeleServices Limited. © 2011 MTS. A part of CTIA Technologies which represents a family of IMT-2000 UMTS licensees per the International Telecommunication Union (ITU).

Banner 3 x 2

SPECIAL OFFER FOR CHARTERED ACCOUNTANTS

Get 3 GB Unlimited Data for 3 month with
MBlaze Ultra Wi-Fi Device @ ₹1499



CONNECT & EXPLOIT THE WEB ON MTS 3G PLUS® NETWORK:



Limited Period Offer !

To Know More : 9137001155 / 9137044007 • Email : vishal.jadav@mtsindia.in



MBLAZE® ULTRA Wi-Fi

Banners – (BR) V. S. Hospital

SPECIAL OFFER FOR MEDICAL STUDENTS AND DOCTORS.

GET FREE HANDS FREE/MICRO SD CARD WITH EVERY CONNECTION.



CONNECT & EXPLOIT THE WEB ON MTS 3G PLUS® NETWORK.



To avail offer, Contact - 9137002920, 9137037159
Offer Available on Prepaid and Post-paid



MTS

Discount Coupon – Spice9 Restaurant



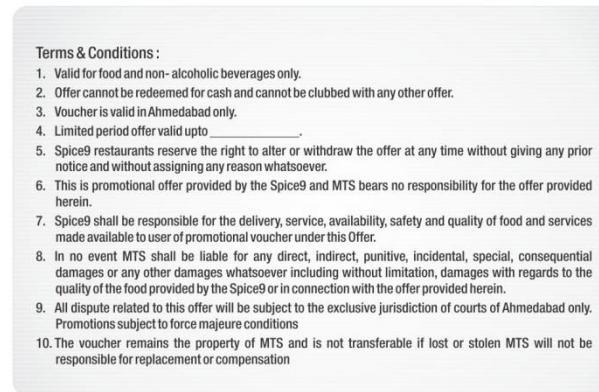
Jacket Front Side



Jacket Back Side



Card Front Side



Card Back Side

PVC Balloons



Ballon Artwork_10x10

PVC Streamers (Buntings)



Wobblers



Danglers

Dangler Front



GB Festival_Dangler 8 x 10inch

Dangler Back 2



GB Festival_Dangler 8 x 10inch

Shelf Strips



GB Festival_Shelfstrip_20 x 1.5 inch

Trirama



Retail Gates

Gate 10 x 2

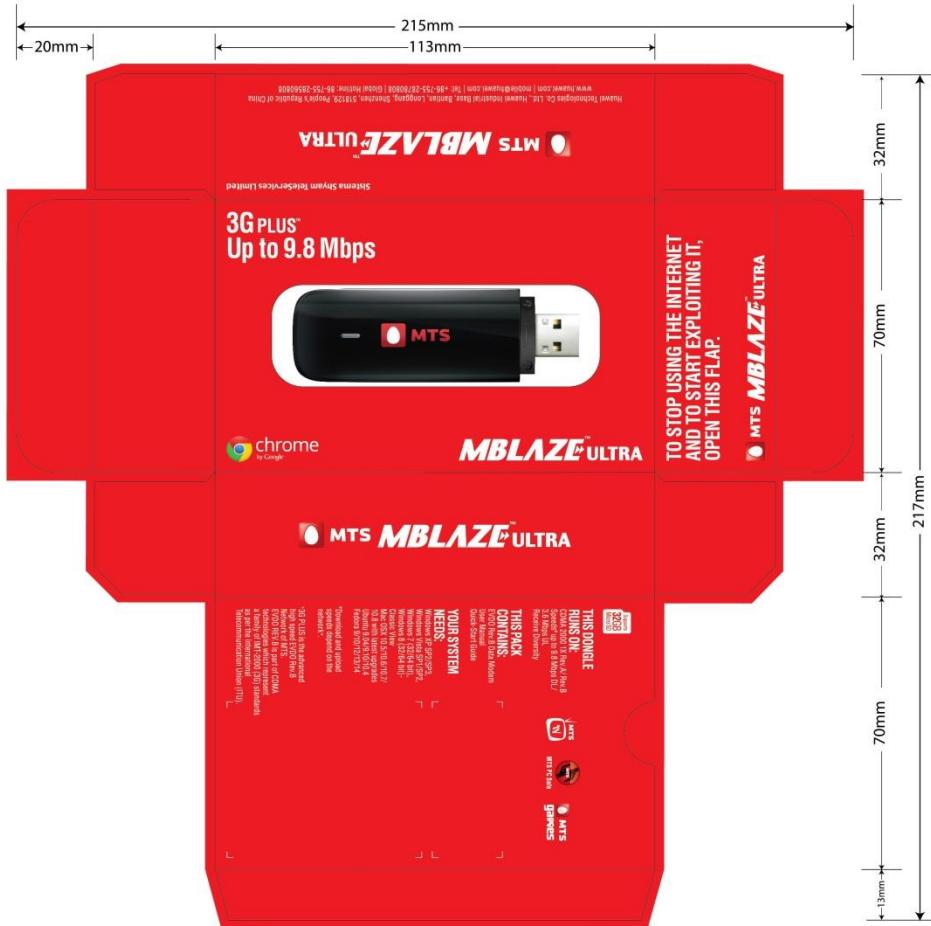


Pillar 2 x 7 Left



Pillar 2 x 7 Right

Dummy Box



Cube Danglers



BITA (Baroda) IT Fair Participation (Best Stall Award)



MTS Rising Event - MICA



Mall Activation



Three Cities

- Ahmedabad (Himalaya Mall)
- Surat (Iskon Mall)
- Rajkot (Crystal Mall)



MTS Day (Internal Office Event)



Monthly Operating Plan

MOP Parameter	UoM	Jan'15 (Projections)			Dec'14 (Actual)				Nov'14 (Actual)		
		Plan	AOP	EDB Gr	Plan	Actual	AOP	EDB Gr	Actual	AOP	EDB Gr
Data Revenue - Prepaid	in Rs Lac	185.0	198.8	2.2%	180.5	181.0	629.9	1.2%	173.2	568.2	5.3%
Data Revenue - Postpaid	in Rs Lac	282.4	260.4	8.4%	257.0	260.5	300.2	9.9%	229.3	268.4	16.8%
Data Total	in Rs Lac	467.5	459.2	5.9%	437.5	441.5	930.1	6.2%	402.4	836.6	11.5%
Over All Recharge Performance	Recharges	39670	-	2.3%	39825	38762	-	-0.5%	37703	-	4.2%
	Rech Sub	33750	-	4.1%	33850	32412	-	-1.3%	31785	-	6.4%
Web Recharges	Recharges	8150	-	3.1%	8100	7906	-	0.9%	7583	-	2.3%
	Rech Sub	7090	-	3.4%	7050	6856	-	1.2%	6559	-	4.6%
GA's: Prepaid	in no's	5500	5674	6.1%	4500	5184	14486	15.4%	4346	14485	20.1%
GA's: Postpaid	in no's	6250	5511	1.4%	6250	6164	4015	-6.1%	6354	4015	33.5%
GA's: Total Data	in no's	11750	11185	3.5%	10750	11348	18501	2.6%	10700	18500	27.7%
1M Active: Prepaid*	in no's	61770	63910	5.9%	57651	58351	156857	2.5%	55073	147515	6.6%
1M Active: Postpaid*	in no's	42547	37656	9.8%	38052	38734	44494	11.4%	33648	41942	21.7%
1M Active: Total Data	in no's	104318	101565	7.4%	95703	97085	201351	5.9%	88721	189457	11.9%
ARPAU - Prepaid*	in Rs	308	318	-3.5%	320	319	414	-3.2%	319	398	2.0%
ARPAU - Postpaid*	in Rs	695	729	-3.4%	717	720	678	-5.5%	737	647	2.1%
ARPAU - Blended Data	in Rs	464	467	-2.3%	474	475	477	-2.5%	472	458	4.2%

- The postpaid revenue grew by ~10% on EDB, however higher contribution from lower rental plans impacted ARPAU which dipped by Rs 17. Prepaid revenue impacted with lower recharge where drop was seen in Rev A base.
- The data projection for Dec are 185 Lac (pre) and 282 Lac (post)

Monthly Operating Plan - Data

MOP Parameter	UoM	Jan'15 (Projections)		Dec'14 (Actual)			Nov'14 (Actual)	
		Plan	EDB Gr	Plan	Actual	EDB Gr	Actual	EDB Gr
PREPAID								
New Sub Revenue	in Rs Lac	3.4	-0.1%	3.1	3.4	9.1%	3.0	24.7%
Carry Forward Revenue	in Rs Lac	102.3	4.8%	97.7	97.7	-0.7%	95.2	8.4%
New Recharge Revenue	in Rs Lac	78.9	0.3%	79.2	78.6	2.3%	74.3	0.9%
Yahoo and Others	in Rs Lac	0.5	-65.0%	0.6	1.4	94.2%	0.7	9.9%
Total	in Rs Lac	185.0	2.2%	180.5	181.0	1.2%	173.2	5.3%
POSTPAID								
New Subs	in Rs Lac	21.8	9.8%	21.6	19.8	-4.6%	20.1	45.8%
Existing Sub - Rental	in Rs Lac	254.1	8.3%	230.3	234.6	11.7%	203.3	15.4%
Exisitng Sub - Usage	in Rs Lac	4.0	-9.1%	3.5	4.4	16.7%	3.7	-16.7%
Exisitng Sub - Waiver	in Rs Lac	(1.4)	-37.2%	(1.4)	(2.2)	99.8%	(1.1)	29.8%
LPC Revenue	in Rs Lac	4.0	4.7%	3.0	3.8	12.0%	3.3	14.8%
Total	in Rs Lac	282.4	8.4%	257.0	260.5	9.9%	229.3	16.8%
OVERALL DATA REVENUE	in Rs Lac	467.5	5.9%	437.5	441.5	6.2%	402.4	11.5%

- The growth in revenue will still be driven by postpaidf
- Prepaid LV FRC and STV helped in enhancing CF revenue by 4.8% which will lead to prepaid revenue growth of 2.2%

Monthly Operating Plan – Voice and SP

MOP Parameter	UoM	Jan'15			Dec'14			Nov'14		
		Plan	AOP	EDB%	Plan	Actual	AOP	EDB%	Actual	AOP
Revenue (Voice)	in Rs Lac	44.0	47.2	-6.1%	44.0	46.9	51.9	3.4%	43.9	51.8
Revenue (Smartphone)	in Rs Lac	2.8	3.5	0.4%	2.8	2.8	8.5	-4.3%	2.8	0.8
Total (Voice and SP)	in Rs Lac	46.8	50.7	-5.8%	46.8	49.7	60.4	3.0%	46.7	52.6
ICR Revenue	in Rs Lac	0.0	0.0	-100%	5.1	14.3	103.4	-32.3%	20.4	103.4
Recharges - Voice	in no's	49500	-	-4.2%	51500	51677	-	-0.1%	50054	-
Recharges - SP	in no's	3500	-	-3.0%	3400	3609	-	0.1%	3490	-
GA - Voice	in no's	900	1388	6%	1042	849	1112	-24.5%	1088	1078
GA - Smartphone	in no's	25	0	-38%	50	40	500	-22.6%	50	450
ALR % (Voice)	in %	-	-4.1%	-	-	-3.6%	-3.4%	-	-5.3%	-3.3%
ALR % (SP)	in %	-	-3.1%	-	-	-4.4%	-1.6%	-	-5.0%	-3.4%

- The ICR revenue will be nil from Jan'15 onwards...Voice GA to support the churning subs...

ALR Trends – Verticalwise (Nov'14 V/s Oct'14)

ALR in %	1 Mth	2 Mth	3 Mth	4-6 Mth	7-12 Mth	13-18 Mth	19-24 Mth	> 24 Mth	Total
Mass Retail	3.9%	-11.7%	-7.7%	-4.0%	-2.6%	-7.1%	-6.1%	-9.4%	-4.6%
Branded Retail	2.3%	-9.0%	-4.2%	-4.0%	-1.8%	-5.7%	-6.0%	-8.2%	-4.0%
Enterprise	0.0%	0.0%	0.0%	0.0%	-5.7%	-7.1%	-10.1%	-8.7%	-8.6%
IT Retail	-0.2%	-14.7%	-4.3%	-2.3%	-1.5%	2.3%	0.0%	-9.9%	-3.2%
Modern Trade	0.0%	-13.9%	-13.0%	3.9%	-7.3%	0.0%	-2.9%	-5.4%	-4.3%
Grand Total	2.9%	-11.5%	-6.4%	-3.7%	-2.4%	-5.9%	-6.7%	-8.6%	-4.5%

ALR in %	1 Mth	2 Mth	3 Mth	4-6 Mth	7-12 Mth	13-18 Mth	19-24 Mth	> 24 Mth	Total
Rev A	1.1%	-13.8%	-5.7%	-1.1%	-2.1%	-6.3%	-6.7%	-8.6%	-5.4%
Rev B	1.2%	-12.7%	-7.4%	-8.1%	-3.3%				-5.5%
Rev B WiFi	3.6%	-10.3%	-5.7%	-2.3%	-1.8%	-4.3%			-2.5%
1X							50.0%	-11.9%	-11.0%
Grand Total	2.9%	-11.5%	-6.4%	-3.7%	-2.4%	-5.9%	-6.7%	-8.6%	-4.5%

ALR in %	1 Mth	2 Mth	3 Mth	4-6 Mth	7-12 Mth	13-18 Mth	19-24 Mth	> 24 Mth	Total
Mass Retail	1.3%	-10.1%	-7.0%	-6.9%	-3.7%	-5.3%	-4.6%	-4.3%	-4.7%
Branded Retail	-0.3%	-8.3%	-5.9%	-6.9%	-3.1%	-3.9%	-6.3%	-5.6%	-4.6%
Enterprise					7.0%	-4.9%	-1.3%	-5.8%	-4.4%
IT Retail	-0.2%	-12.0%	-6.6%	-4.6%	-3.5%	-5.7%	0.0%	-6.3%	-4.6%
Modern Trade	-9.1%	-33.3%	-9.7%	-10.6%	4.3%	-10.6%	-0.9%	-6.4%	-5.7%
Grand Total	0.7%	-9.9%	-6.7%	-6.6%	-3.4%	-5.2%	-4.3%	-5.3%	-4.7%

ALR in %	1 Mth	2 Mth	3 Mth	4-6 Mth	7-12 Mth	13-18 Mth	19-24 Mth	> 24 Mth	Total
Rev A	-3.6%	-22.9%	-1.6%	-7.4%	-3.7%	-4.9%	-4.3%	-5.2%	-4.7%
Rev B	-1.7%	-12.2%	-9.5%	-10.9%	-4.6%	-6.9%			-7.2%
Rev B WiFi	1.5%	-8.1%	-5.1%	-3.7%	-2.1%	-4.1%			-3.0%
1X								-11.7%	-11.6%
Grand Total	0.7%	-9.9%	-6.7%	-6.6%	-3.4%	-5.2%	-4.3%	-5.3%	-4.7%

- The ALR from 3-6 month old subs have increased.
- Wi-Fi Prepaid ALR have also moved up in same bracket pushing ALR by 0.2%

1M Active Base Movement

	Dec RCV														
Nov RCV	0	96	248	399	499	699	999	1499	1899	2399	TOTAL	Upgrade	Stable	Down	Net
0	46153	181	2951	2451	2152	389	858	1191	39	96	56461	10308	46153	0	10308
96	202	135	23	15	13	3	11	2			404	67	135	202	-135
248	3093	22	4111	809	204	24	31	31	9	48	8382	1156	4111	3115	-1959
399	2275	23	723	6039	1040	64	71	141	18	54	10448	1388	6039	3021	-1633
499	1224	11	175	665	2614	143	188	146	2	5	5173	484	2614	2075	-1591
699	293	6	31	58	152	518	114	46			1218	160	518	540	-380
999	873	8	33	59	240	127	1923	172		2	3437	174	1923	1340	-1166
1499	1596		2	6	33	8	55	152		2	1854	2	152	1700	-1698
Total	55709	386	8049	10102	6448	1276	3251	1881	68	207	87377	13739	61645	11993	1746
Dec Value (Rs'000)	0	37.1	1996.2	4030.7	3217.6	891.9	3247.7	2819.6	129.1	496.6	16866.5				
Nov Value (Rs'000)	5774.3	45.3	1455.2	3051.9	2166.7	604.1	2214.1	568.8	10.4	40.9	15931.7				
Change	-5774.3	-8.2	541.0	978.8	1050.9	287.8	1033.7	2250.8	118.7	455.7	934.8				

With the full portfolio in place, the base have moved downward in all denominations

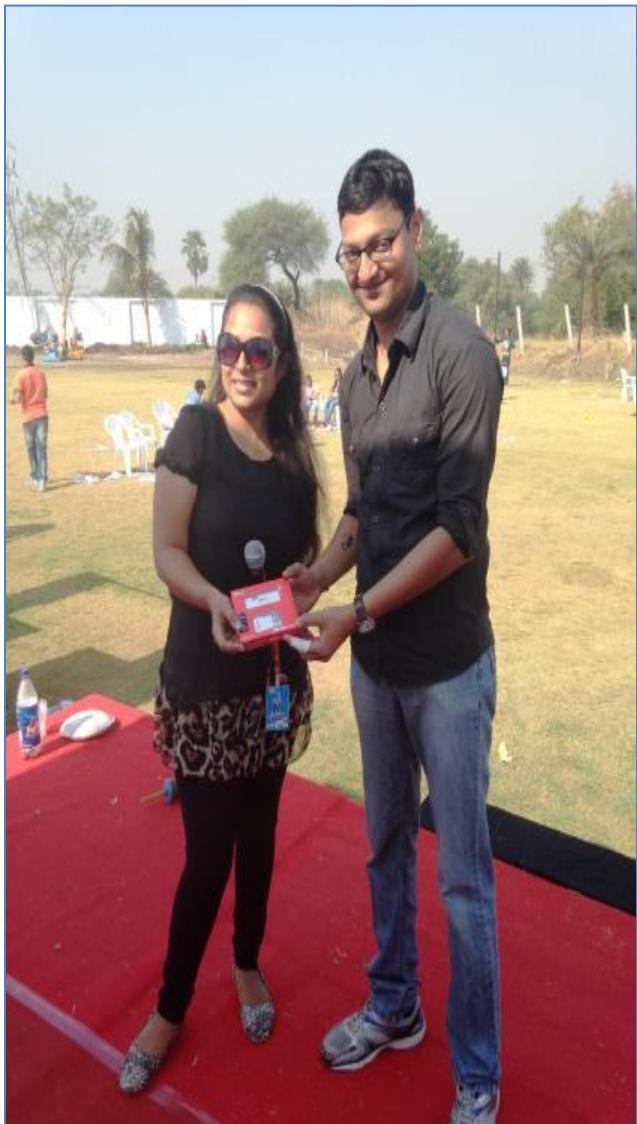
Kite Festival



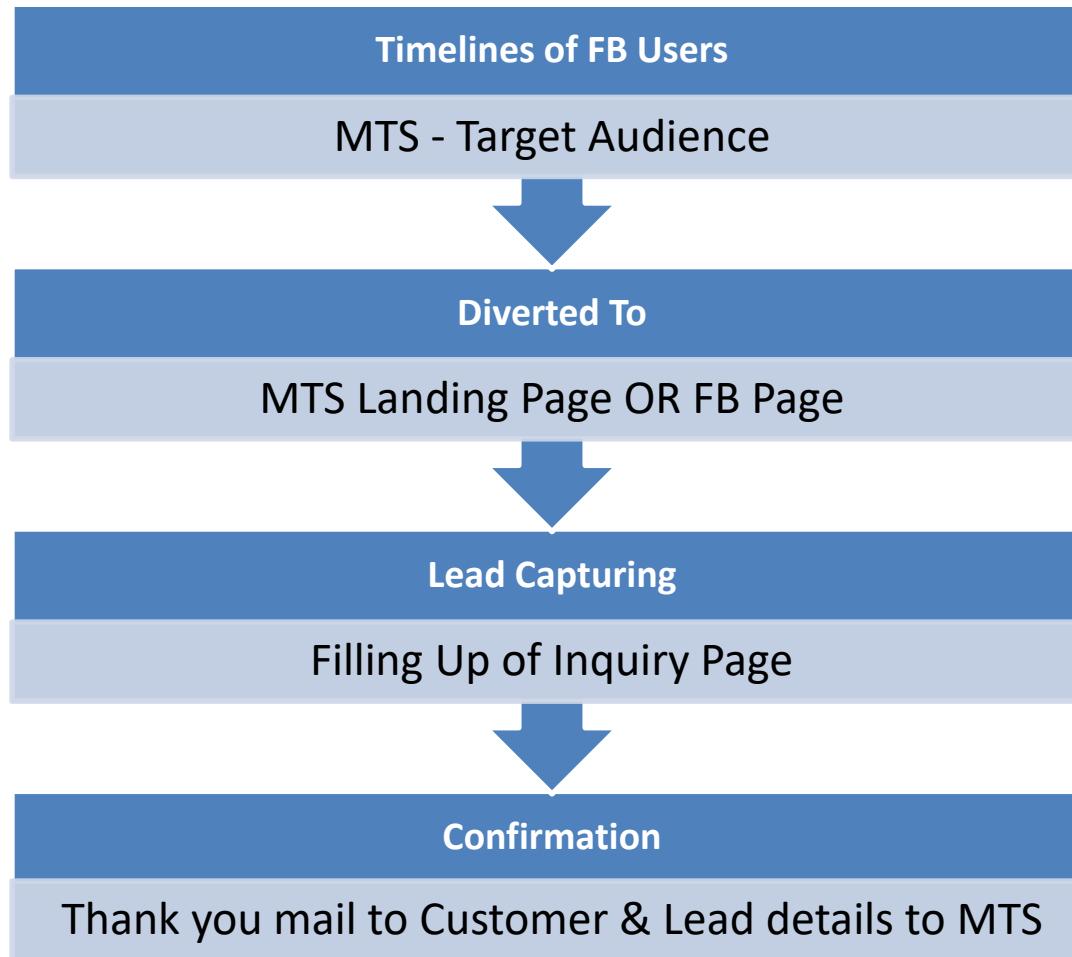
Kite Festival



Kite Festival



Digital Marketing Process Flow



MTS Facebook Page

Screenshot of the MTS India Facebook page (https://www.facebook.com/MTSIndia?fref=ts) displayed in a browser window.

The page features a large banner for "MTS HOMESPOT INSTANT WI FI. CONNECTS LIKE NO OTHER." showing a child using a laptop. Below the banner is the MTS India logo and profile information.

Key elements of the page include:

- Header:** Shows the page name "MTS India" and a search bar.
- Profile Section:** Includes the MTS India logo, a blue checkmark, and the text "Telecommunication".
- Timeline:** The main feed shows posts like "1.9m people like this" and a tribute to BB King.
- About Section:** Describes MTS India as a telecommunication company and provides a link to their website (<http://www.mtsindia.in>).
- Apps Section:** Features the "MTS GB Festival" app.
- Right Sidebar:** Contains a sidebar for creating a page, a timeline of posts from 2015 to 2011, and sponsored posts from "Sendible" and "askmebazaar.com".

Sponsored Advt on Target Audience Timeline (Example)

https://www.facebook.com

Bhavin Home 12

Damini Lakhani GOOD MORNING MY FRIEND.
JAY SHREE KRISHNA
Like · Reply · 1 · 11 hrs

Pravin Kapadia श्री नमः श्रीवय ... याल मजदूरी सामाजिक कलंक है, उनका विरोध करना
याहाँ.
See Translation
Like · Reply · 1 · 11 hrs

वासंती परमार Jay shri krishna. Suprabhat.
See Translation
Like · Reply · 1 · 11 hrs

Write a comment...

Palak Madlivani likes Rixoj.

Rixoj posted an offer.
Sponsored · 1 Like Page

Get 25% off on Website Development for your Business. Starts @ 2990.
OFFER ONLY FOR SURAT

WEBSITE FOR BUSINESS

offer

25% Off For Surat
Expires Tuesday, June 30, 2015
7 people claimed this offer
Get Offer

Like · Comment · Share · 3 · 4

SPONSORED Create Ad

RADO

Flat 85% off on watches!
fashionwrist.com
Top quality watches now available with flat 85% discount.



Men's Shoes

40-80% OFF on Men's Shoes
flipkart.com
Get Upto 80% OFF on Stylish Men's Footwear.
Limited Offer Buy TODAY & Save BIG BUCKS!



English (US) · Privacy · Terms · Cookies · Ad Choices · More · Facebook © 2015

Sponsored Advt on Target Audience Timeline (Example)

https://www.facebook.com

Bhavin Home 10 See All

Surat Business Fo... 20+ Neeta Dave, Harshadray Pathak and 4 others like this.

New Groups 6 Rohitkumar Dave Thanks To Yogesh And Kalpana Like Reply - 5 mins

Create Group

APPs Games 20+ Write a comment...

On This Day

Invite Your Friends...

Pokes

Games Feed 20+

FRIENDS Close Friends 20+

INTERESTS Pages and Public ...

EVENTS Create Event

Suggested Post

CarTrade.com Sponsored

Log on to CarTrade.com. Over 1,65,000 Cars Listed.

CarTrade.com

Get a used Honda City starting at ₹ 2,65,000.



Choose the perfect car

Find 4338 Used Honda City Cars in India. Buy second hand Honda City cars in good condition for sale at CarTrade.com.

WWW.CARTRADE.COM Learn More

Like Comment Share

Rohitkumar Dave commented on a post from September 14, 2012.

Rohitkumar Dave changed his profile picture. September 14, 2012

TURKEY BUSINESS EXPORT-IMPORT 4,809 members + Join

My Wholesale Market place Rajesh Jain joined + Join

Surti Runners Bhavanprasad B S Agrawal and 4 other friends joined + Join

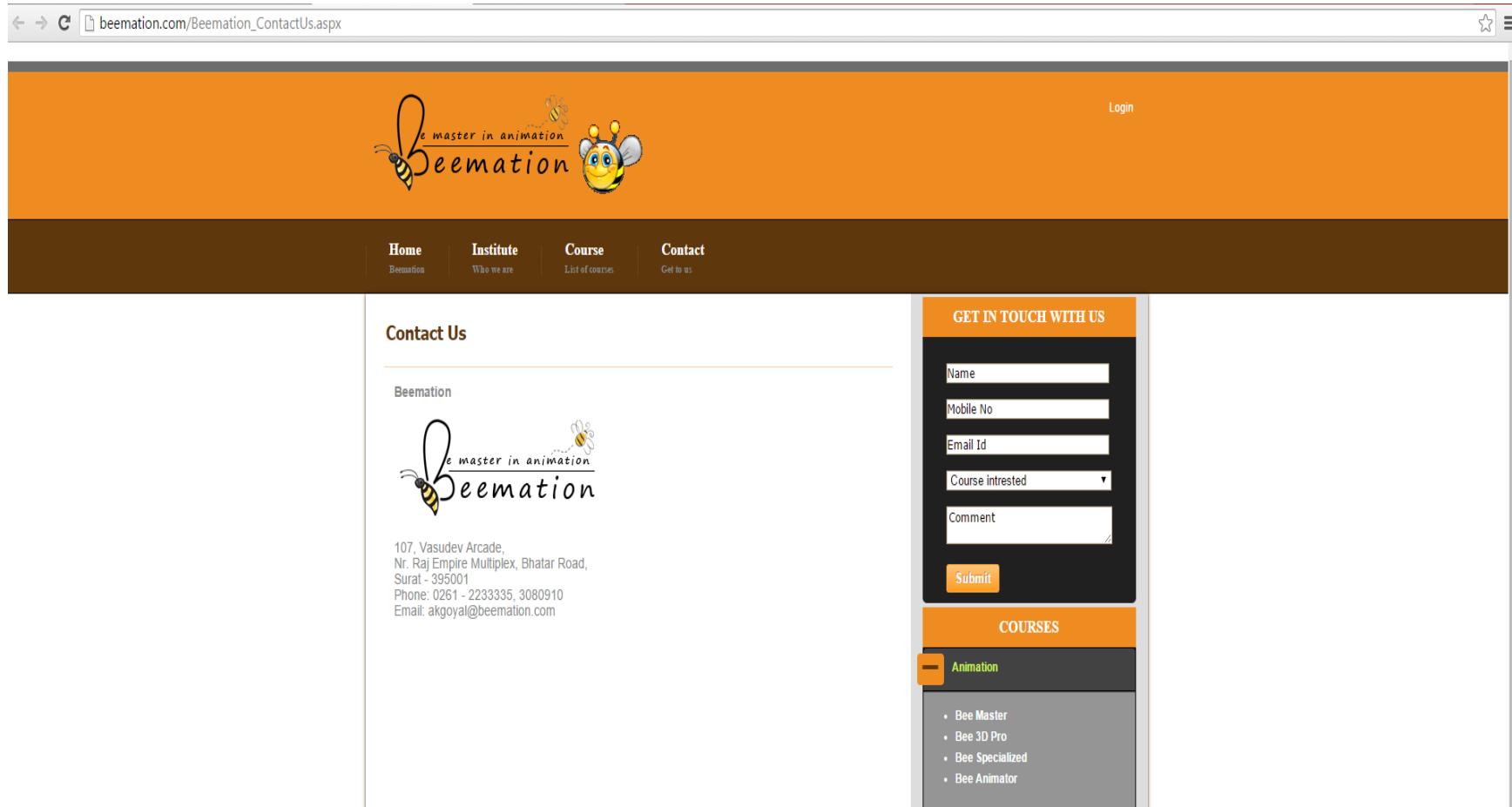
Grapes Cultivation and Modern Insect/Pest Management 4,849 members + Join

Hair and skin care, slimming world, fitness, weigh... 2,087 members + Join

Horticulture & Insect / Pest Management Technology. 2,139 members + Join

English (US) · Privacy · Terms · Cookies · Ad Choices · More · Facebook © 2015

Lading Page with Inquiry Form (Example)



The screenshot shows a landing page for Beemation. At the top, there's a navigation bar with links for Home, Institute, Course, and Contact. The Contact section has sub-links for Beemation, Who we are, List of courses, and Get to us. On the right side of the header is a 'Login' button. The main content area has a title 'Contact Us'. Below it, there's a logo for Beemation featuring a bee and the text 'Be master in animation Beemation'. To the right is a contact form titled 'GET IN TOUCH WITH US' with fields for Name, Mobile No, Email Id, Course interested (with a dropdown menu), and Comment. There's also a 'Submit' button. Below the contact form is a 'COURSES' section with a 'Animation' tab selected, showing a list of courses: Bee Master, Bee 3D Pro, Bee Specialized, and Bee Animator.

beemation.com/Beemation_ContactUs.aspx

Login

Home
Beemation

Institute
Who we are

Course
List of courses

Contact
Get to us

Contact Us

Beemation

Be master in animation
Beemation

107, Vasudev Arcade,
Nr. Raj Empire Multiplex, Bhafar Road,
Surat - 395001
Phone: 0261 - 2233335, 3080910
Email: akgoyal@beemation.com

GET IN TOUCH WITH US

Name _____

Mobile No _____

Email Id _____

Course interested

Comment _____

Submit

COURSES

Animation

- Bee Master
- Bee 3D Pro
- Bee Specialized
- Bee Animator

Thank You Mail to Customer (Example)

The screenshot shows a Gmail inbox with the search term "beemation" applied. A single email message is visible, which has been forwarded from "info@beemation.com" to the recipient. The message content is as follows:

Your inquiry is successfully forwarded to Beemation Surat

Jun 9 (3 da)

info@beemation.com
to me

Images are not displayed. Display images below - Always display images from info@beemation.com

Beemation

Dear Bhavin Pandya,

Thanks for inquiry of Web Design course. We will revert you soon. Contact us: 02612233335

If you need any further details you can contact us on:
Beemation
107, Vasudev Arcade,Nr. Raj Empire Multiplex, Bhatar Road,Surat-2
Phone: 0261 - 2233335, 3080910, Mob No. : +91 7600875873
Email: akgoyal@beemation.com, website : www.Beemation.com

Click here to [Reply](#) or [Forward](#)

2.14 GB (14%) of 15 GB used
[Manage](#)

Terms - Privacy
Last ac

Inquiry Confirmation to MTS (Example)

Inquiry From sonaltaebiz.com

Customer Details

Name :Jigar Mehta

Email ID :jigarmaheshmehta@gmail.com

Company_Name :JINI Comp. Services

Mobile /Phone No. :09824998209

Message :Please send your executive for details on SMO and SEO Intrested in SMO and SEO, pl. contact between 6:00pm to 8:00pm.

Thank You.

--

Digital Marketing on Facebook

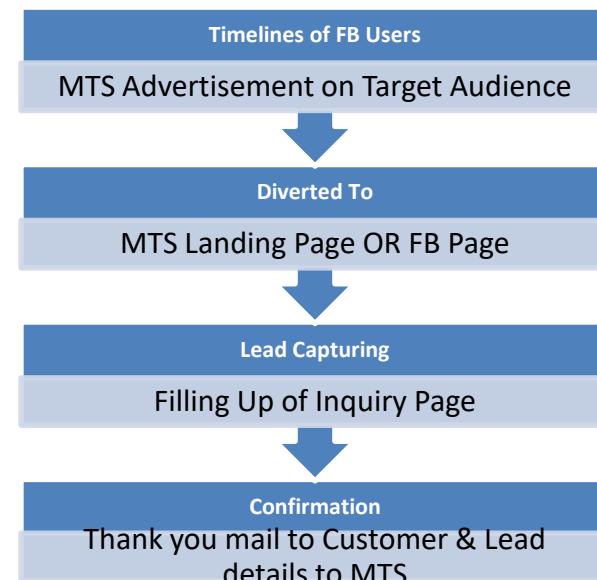
Facebook Users

- Data Card Users
- Wi-Fi Connection Users
- Laptop Users
- Service class – Sales, Field Workers, Remote Location Operators
- Wi-Fi Connection on Mobile Users

Leads Generated				
City	Postpaid	Prepaid	Total	
Ahmedabad	322	450	772	
Surat	277	621	898	
Baroda	151	196	347	
Rajkot	189	233	422	
			243	

Total Users on Facebook in Ahmedabad, Baroda, Surat & Rajkot Cities: 47 lac

Town	Total Users	Users - Target Audience
Ahmedabad	18 Lac	8.5 Lac
Baroda	9 Lac	3.5 Lac
Rajkot	6.5 Lac	2.24 Lac
Surat	13 Lac	6 Lac
Total	47 Lac	20.24 Lac



Postpaid Lead Generation Thru Quikr

- All the leads which Quikr give to us is for only Postpaid connections. If the customer does not take Postpaid connection from the lead received by us and takes Prepaid instead of that, the lead is not counted for the pay-out.
- We tied-up for 100 Leads in cities of Ahmedabad & Surat each. The cost slab remains same for both cities.
- Once the lead is received by us and if the customer denies to take or buy connection/device after the demo, the lead is not considered for pay-out.
- 50% advance payment for 200 leads (100 each for A'bad & Surat) is made to Qikr at the lowest slab of 30 Days, i.e. Rs. 450/- (Rs. 450 X 200 = Rs. 90,000). However, the Purchase Order is issued to Quikr at the highest slab of 10 Days with full amount, i.e. Rs. 750 X 200 = Rs. 1,50,000). If Quikr does not generate all 200 leads in stipulated time period of 10 Days, they will generate leads against balance amount at mutually agreed cost till the full Purchase Order amount is

Press Advertisement (Demo at your Doorstep)

Sistema Shyam TeleServices Limited

ઉત્કૃષ્ટ MTS HomeSpot Instant Wi-Fi
સીધા ઘરબેઠી ચેક કરો.
SMS કરો 'DEMO' **9137 009009** પર
અને 48 કલાકનું ડોમેન માટે અમે પરિવેત જરૂરું.
આ ડિવાઈસની સુવિધા સાથે પણ માણાઓ:
• ઘણાં બધાં ડિવાઈસ પર જોન- સ્ટોપ સાઇંગ • તમારા આજા પરિવાર માટે એક નિલ, જેક ઈન્ટરનેટ

MTS HOME SPOT / INSTANT WI-FI

⌚ www.shop.mtsindia.in ☎ 9137 955 955

Regd. Office: 3, MTS Tower, Anrapali Circle, Vaishali Nagar, Jaipur - 302021, Rajasthan, CIN: U64201RJ1995PLC017779,
Tel: 0141 - 5100343, Fax: 0141 - 5100390, Email: customercare@mtsindia.in, Web: www.mtsindia.in

MTS

Leads Generated	
Date	Count
22-07-2015	611
23-07-2015	86
24-07-2015	52
Grand Total	749

Glorious 5 Years of MTS Gujarat

2011



Backdrop_15x10_Creative_1

2012



2013



2014

Sistema Shyam TeleServices Limited



GB FESTIVAL

5 GB prepaid data at ₹499.
40 GB* unlimited postpaid data at ₹999.

Wi-Fi INTERNET DEVICE AT ₹999



www.shop.mtsindia.in
9137 955955
*T&C apply. For more information log on to our website.

 MTS



Balloon Artwork_10x10

2015



Posters – 1499

Sistema Shyam TeleServices Limited

MTS HOMESPOT INSTANT Wi-Fi
₹ 1499
GET 8 GB FOR 30 DAYS

THE SLIMMEST Wi-Fi
ROUTER EVER
FOR HEAVY DOWNLOADS

Prepaid Products

MRP (₹)	Benefit	Validity (days)
2398	40 GB	28
1898	30 GB	28
1598	20 GB	28
999*	20 GB UL	28
699*	8 GB	28
499*	5 GB	28
399*	3 GB	28
299*	1.5 GB	28
248	1 GB	28

9137 955955
www.shop.mtsindia.in

T & C apply. #Balance Carry forward Facility *10GB Day + 10GB Night.
Post Bundled usage speed up to 32Mbps. Additional Usage 3p/100 KB

 MTS

Tariff Sheets



HEAVY DOWNLOADS JUST PAY FOR DATA. 20 GB FOR 30 DAYS.

MTS

Prepaid Recharges

Monthly Validity Packs

MRP (₹)	Benefit	Validity (days)
198	512 MB	28
248	1 GB	28
299*	1.5 GB	28
399*	3 GB	28
499*	5 GB	28
699*	8 GB	28
999	20 GB UL	28

Short Validity Packs

MRP (₹)	Benefit	Validity (days)
96	750 MB Unlimited	1 (24 hrs)
147	1 GB Unlimited	1 (24 hrs)

High Usage Packs

MRP (₹)	Benefit	Validity (days)
1598	20 GB	28
1898	30 GB	28
2398	40 GB	28

GET MTS Wi-Fi DEVICE FREE

MAY - 2016

9137 955955 www.shop.mtsindia.in

T & C apply. #Balance Carry Forward Facility *10GB Day + 10GB Night. Post Boudled usage speed up to 32Mbps. Additional Usage 3p/100 KB

19 inch x 6.20 inch

Navaratri - Tie-up with Choice Snack Bar

- Tie-up with “Choice Snack Bar” in Ahmedabad City.
- “Choice Snack Bar” is a fast food chain of restaurants offering burgers, pizzas and chinese, plus beverages & ice creams. It is one of the most famous and oldest fast food restaurant which introduced French Fries & Pizza in Gujarat for the first time in 1980s.
- Under this tie-up Choice Snack Bar would be offering us 100 Italian Pizzas on each day of Navratri Festival & Dussehra – Total 10 Days X 100 Pizzas = 1000 Pizzas.
- **Cost of each Pizza is Rs. 110/-, which makes tie-up worth Rs. 1.10 lac.**
- We will be printing Coupons of this offer and use the same for promotions of Data Recharges, Booster Packs, etc. thru SMS, Emailers & Tele-Calling.
- We will be issuing coupons to 100 customers on daily basis for 10 days.
- Since this fast food chain has multiple joints in Ahmedabad, they have agreed upon extending this offer from their two outlets, one in Ahmedabad West and another in Ahmedabad East.

Navratri Tie-up in Ahmedabad

- Tie-up with “Shree Sharda Garba Ramzat 2016” in Ahmedabad City
- Venue of this Navratri Event is amongst the most happening place of the city; i.e. Panchratna Party Plot, Opp. Karnavati Club, S.G. Highway.
- We will be sending SMS to customers of MTS in Ahmedabad who would be doing Data Recharges or Booster Packs, etc from 1st to 10th October, 2016 (9 days of Navratri + Dussera).
- SMS content for each day of Navratri (10 days) will be different; e.g. Shree Sharda MTS NAV-1; Shree Sharda MTS NAV-2.
- **MTS customer will have to go on same day to the venue of Navratri Festival and show SMS to avail discount of Rs. 100 on ticket(s) MRP for first six days (1st to 6th October'16) and Rs. 50 for last four days (7th to 10th Oct'16).**
- There will not be any capping in terms of number of tickets per SMS/Person.
- We will be promoting this offer to our customer base in Ahmedabad through SMS, Emails & Tele-calling.

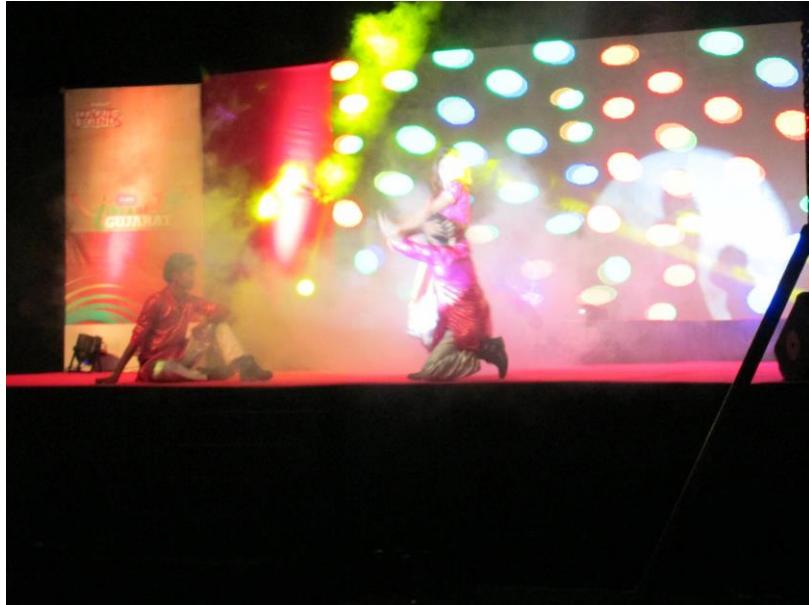
Navratri Tie-up in Rajkot

- Tie-up with “AajKal Garba” in Rajkot City
- AajKal is the highest selling evening newspaper with seven editions in Saurashtra Region which includes Rajkot also.
- “AajKal Garba” is the most popular Navratri Spot because of music band called “Bamboo Beats” every year
- We will be sending SMS to customers of MTS of Rajkot who would be doing Data Recharges, Booster Packs, etc from 1st to 10th October, 2016 (9 days of Navratri + Dussera).
- SMS content for each day of Navratri (10 days) will be different; e.g. AajKal MTS NAV-1; Aajkal MTS NAV-2.
- **MTS Customers will have to go on same day to Aajkal Office in Rajkot and show SMS to avail 20% discount on ticket(s) MRP. E.g. If MRP of each ticket is Rs. 250/-, the customer will be eligible for a discount of Rs. 50 on each ticket.**
- MTS Customers can avail this offer between 10 AM & 4 PM on each day.
- There will not be a capping of two tickets per SMS/Person.
- We will be promoting this offer to our customer base in Rajkot through SMS, Emails & Tele-calling.

Internal Christmas Celebrations



MTS Anniversary – Internal Event



Weekly Internal Email Communication



TAENDED THIS WEEK...



- Veteran BJP leader Yashwant Sinha penned down an opinion article titled 'I need to speak up now' in which he was critical of his own party's initiatives and aired concerns on the recent slide in the Indian economy. In the article, which was published in the Indian Express, Sinha also took swipes at Finance Minister Arun Jaitley, BJP chief Amit Shah and more indirectly at PM Narendra Modi. The article went viral on social media and attracted a lot of attention. While opposition leaders latched on to the opportunity to raise further questions from the government in power, BJP leaders forcefully rejected Sinha's views and asserted that India is the fastest growing economy.
- The first edition of Indian Mobile Congress (IMC) which has been modelled around the Mobile World Congress (MWC), kick started earlier this week in New Delhi. At the summit, the bigwigs of the telecom industry including Reliance Industries chairman Mukesh Ambani, Aditya Birla Group's Kumar Mangalam Birla and Bharti Airtel's Sunil Mittal came face-to-face. In his address at the IMC, Airtel chief Sunil Mittal called for collaboration with Mukesh Ambani's Reliance Jio and other industry players on technologies for the future and for creating synergies in new investments.
- According to report by global brokerage Morgan Stanley, India's digitisation drive would provide a boost of 50-75 basis points to GDP growth in the coming decade and India is expected to be a \$6 trillion economy - the third largest in the world - in the next 10 years.
- The prevailing weak sentiment in the domestic equity market took a further hit on Wednesday after reports that Indian Army conducted a surgical strike alongside Indo-Myanmar border. Reacting to the news, investors hit the panic button, as BSE Sensex fell nearly 450 points and the NSE Nifty breached the 9,750 level. The Army later clarified that the attacks could not be called "a surgical strike" as "Indian troops did not cross the international border".
- Post the five-day online festive season sale, analysts tracking the market said that online retailers like Flipkart and Amazon are estimated to have grown their sales by over 50% this year compared to last year. Overall gross sales is expected to hit up to \$1.7 billion.

