

MTS Tests Supplier Model

By [The Moscow Times](#)

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Mobile TeleSystems is testing a new approach to get its cellphone SIM cards to kiosks and independent shops, rolling out a pilot program in which MTS supplies the cards to small vendors indirectly through distributors, Vedomosti reported Tuesday.

The company launched the program in St. Petersburg this month. MTS spokeswoman Valeria Kuzmenko said pilot versions are running in several places, including the Moscow and Leningrad regions.

The new approach will speed up the rollout of new pricing programs in the regions, as well as "provide mobile services to a larger number of users," Kuzmenko said.

(MT)

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