

BHARTI TODAY

The In-house Magazine of Bharti Enterprises

Vol. I Issue 4

Jan-Mar.1997

The Financial Year 1996-97 has been full of achievements for Bharti Enterprises. The long awaited licence for M.P. Basic Services was awarded in the month of February. Bharti, with its partner STET, is all set to become the first Basic Service operator in the country.

AirTel, the leader in mobile telephony, continues to maintain its No.1 position in the country, with 75,000 subscribers on its network. AirTel is the first network in the nation to go for an all-out expansion drive. A new Switch Site at Vikas Puri was commissioned, as part of the drive, which enhanced the capacity of the network to connect 2,00,000 subscribers. After the commercial launch of the first phase of AirTel in H.P., it is all set to roll out the second phase in the Kulu Valley, by August-September this year. AirTel, Delhi and H.P. also successfully launched the InstaCash Card this March.

The other Group companies of Bharti Enterprises have also performed extremely well. Casio Bharti Mobile Communications has established itself in the paging market as a very strong No.2. Casio pagers are available on all the paging service networks, across the country. The Casio brand enjoys a healthy 25% share of the market and is showing signs of improving its market share in the coming year. Siemens Telecom has strengthened and consolidated its market share and maintained its leadership position in the telecom terminal segment. Both Beutel and Siemens brands increased their reach in the market, with the introduction of new products. Bharti



From the Jt. M D's Desk

Telecom is setting up a Centre for Excellence in Gurgaon to support the R&D activities of both Ludhiana and Gurgaon factories. A major thrust is being given for development of new models in basic and feature phones. Bharti Telecom is all geared up to manufacture two million phones in the coming year. Bharti Healthcare has successfully completed the first phase of expansion and is in the process of completing the second and third phase. With this expansion, Bharti Healthcare will be a strong player in the hard gelatine capsule industry. A major thrust is being given on domestic as well as export markets. Bharti Dura-Line, a joint venture company, set up to manufacture telecom ducts has received encouraging responses from Basic Service operators. It is well geared to start commercial production by July-August this year.

Bharti has established itself as a major telecom player and is a well respected name in the industry today. With your dedication and entrepreneurial skills, I am sure that we will further consolidate our position in the coming years. My best wishes to you and your family, and greetings on the auspicious occasion of Baisakhi.

Rajan Bharti Mittal
Jt. Managing Director - Bharti Telecom Ltd.

A 'Golden' story in Telecom History

Bharti Telenet Limited acquired a "Golden Halo" for itself with yet another benchmark achievement. On 28th February, 1997, it became the first Telecom company in the private sector to sign an agreement with DoT, Govt. of India, to provide basic telephone services in the state of Madhya Pradesh. At the time of the historic signing, Bharti also deposited the first instalment of the licence fees, and completed all other required documentation.

Madhya Pradesh, as India's largest state, offers a tremendous opportunity for Bharti to etch a success story in the history of Telecom Services. Mr. Sunil Bharti Mittal, Chairman and Group Managing Director of Bharti Enterprises said, "We have been preparing for this day for a long time and are ready to start rolling out our network in a very short time. A lot of groundwork has already been done, and we see in Madhya Pradesh, immense opportunities." Mr. Mittal also thanked the Telecom Commission Chairman, Mr. A. V. Gokak, and other Government authorities, for entrusting Bharti Telenet with this honourable role, one that marks the beginning of a new era of liberalisation in the Indian Telecom Sector.

Bharti Telenet has a commitment to install 50,000 lines per year for the first three years, with a total investment of Rs. 2,000 crores, spread over 5 years. Of this, 11% has been earmarked for the rural sector. To ensure expeditious



▲ History in the making... Mr. Sunil B. Mittal and Mr. A. V. Gokak share a smile over the agreement, while others look on.

compliance with the network operations' guidelines, Bharti will install Wireless in the Local Loop technology. In the first phase, operations will commence in Indore, Bhopal, Raipur, Jabalpur and Gwalior, followed by other major cities and towns of the state.

In the first year, the high revenue and high density areas will be targeted. While providing radio access for quicker development, a special bid will be made for the industrial pockets. Later, while expanding the above activities, a fixed network will be established.

Proud to be a pioneer in the field today, Bharti Telenet is all set to establish high standards in the Indian Telecom Industry.

Celebrating Worldwide Ties to Heady Heights



To accord a spirited welcome to Mr. Donald Cameroon, Head of Mobile Operations, British Telecom, and to celebrate Bharti Enterprises' reach of global alliances, Bharti played host to a Cocktail Dinner on 20th January, 1997, at *The Oberoi* hotel.



The glittering function saw an august gathering of key people from the Telecom Industry, DoT, FIIs, Business Associates and Ambassadors, all of whom represented organisations from the world over, some being partners in joint ventures and collaborations with Bharti Enterprises.

Down Memory Lane

The Ludhiana Unit of Bharti Telecom Ltd. celebrated its 10th Anniversary this year, on 13th April, 1997. The Unit has come a long way since commencement of production in June '87, making continuous improvements in overall productivity, every succeeding year. Below are two photographs representing events that paved the way for Ludhiana Works.



Visit of Siemens Technical Team in 1987 at Ludhiana works for Technology Transfer on EPBTs.

Prominent in the photograph are Mr. Rakesh B. Mittal, Mr. Viresh Dayal, Mr. N. Kumar, Mr. Heinz Einhardt and his team of engineers.

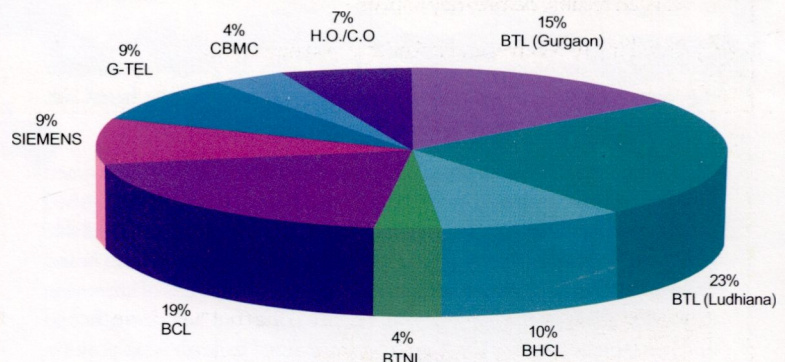


The TAKACOM Team sets up the "Answering Machine" project in 1989.

Mr. Rakesh B. Mittal, Mr. Kimura, Mr. Kuwashita, Mr. H. S. Manhas, Mr. G. K. Gupta, Mr. N. Razdan, Mr. Rana, Mr. G. S. Brai, were among those who participated in the project.

A ten-thousand mile journey starts with the first step.

-Chinese Proverb



Human Resources at Bharti Enterprises

The end of the financial year 1996 - '97, saw a total of 1925 people employed by Bharti Enterprises. Having diversified into various different business interests, the Group's manpower outlay in different sectors, is shown above.

Exposed at an Exposition!

Global Telecom Show '97, a premier telecom exposition, organised by Wisitex foundation, was the stage where Casio Pagers were in the spotlight.

The exhibits included a look at CBMC's consolidation in the market share, despite a late entry. An aggressive marketing & sales strategy, saw the achievement of a more than 20-25% market share amongst new subscribers (up to 50% on some networks).

Firmly entrenched, the new and improved models will see Casio further consolidating its position as the new millennium's undisputed leader.



Another Union takes shape - MSI (I) Pvt. Ltd.



In the ongoing effort to improve the quality of people's lives, Bharti Telecom has entered into yet another *new* joint-venture. This time, joining hands with Mobile Systems

International Holding Ltd., Great Britain, the goal is to provide international consultancy services, in establishing and operating Personal Communication Service (PCS) Systems. This exciting partnership will also aid and abet designing, purchasing, constructing, managing, operating and maintaining of these PCS Systems in India.

Once again Bharti unites to provide high quality products and services, using state-of-the-art technology.

Bharti Telecom will enjoy a 20% equity stake, while Mobile Systems International Holdings Ltd., London, gets 80%.

Have you experienced Relief in 'Abundance'?

If you're stressed out from strain, or strained due to stress, you can resolve this common malady, through the spiritual principles of REIKI. By focusing on the Universal Energy of 'Abundance,' one can tune into an attitude of *being* one with self and the surrounding environment.

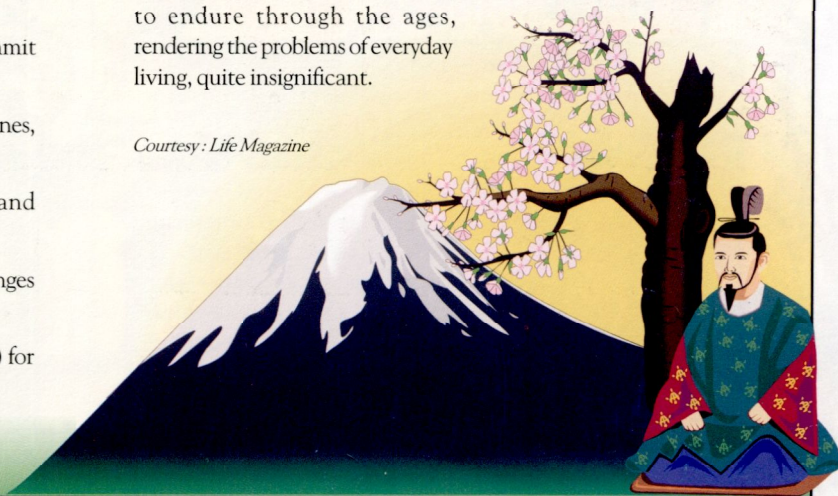
Just practise and apply these 8 simple steps in your daily lives, feel satisfied with what you have, *and* take positive action towards attaining what you truly, realistically desire.

- ➊ Recognise True Heartfelt Desires (not fantasies), and commit yourself to manifesting them, one at a time.
- ➋ Prioritise, as though you have just 24 hours to live. Impose deadlines, and do what you have to do.
- ➌ Choose Visuals (pictures) that represent your goals, and pin them up.
- ➍ Infuse all your actions with enthusiasm; the body chemistry changes to break down mental blocks.
- ➎ Practise being grateful to God, as you understand Him (Her, It) for all good results, *before* they happen.
- ➏ Be willing to receive, and know that you deserve it.

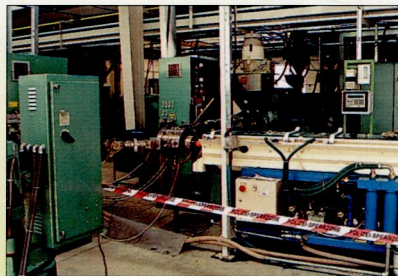
- ➐ Contemplate what actions will realise your goals. Then go and do it.
- ➑ Finally, surrender your little self to the True Self. Enact your plan & leave the results in a Higher Power's hands. Let go and let things happen.

With REIKI, you will be employing principles founded eons ago, destined to endure through the ages, rendering the problems of everyday living, quite insignificant.

Courtesy: Life Magazine



Visiting Dura-Line Works Overseas



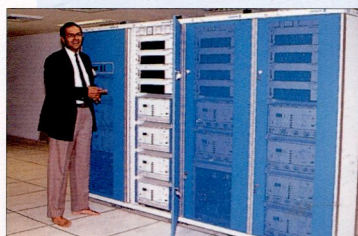
Bharti Dura-Line Pvt. Limited is all set to launch Silicore coated HDPE Ducts in the Indian Market. Though production on Indian soil will commence shortly at Goa, senior

officials of Bharti Dura-Line, Col. Ajay K. Dewan, Dir. (Oprns.) and Mr. Subhash Pandit, GM (Works), visited the Czech factory of Dura-Line, to get a first-hand understanding of the manufacturing process. Later, Col. Dewan also visited the Mexican unit on a solitary Inspection Trip.



Healthcare Strides

Bharti Healthcare Limited took yet another step forward, adding its seventh Empty Hard Gelatine Capsule manufacturing machine, imported from USA. With the latest



A Switching Centre gets switched on!

AirTel's second Main Switching Centre (MSC) was inaugurated on 24th March, 1997, with a simple ceremony, which included a Pooja to bless the auspicious occasion. It was graced by Mr. Sunil B. Mittal, Mr. Rakesh B. Mittal, Mr. Rajan B. Mittal, Mr. Bashir Currimjee, and other senior officials of Bharti.

It is a constant effort to be first class in everything one attempts that conquers the heights of Excellence.

-O. S. Marden

addition, the capacity has gone up to 2,100 million from 1,800 million capsules per annum. With the addition of three more machines, which would complete the expansion, its capacity will rise to 3,000 million capsules during 1997-98. Even so, the management and the entire team of the company, are not resting on their laurels. With their coordinated efforts, they intend to achieve a target of 5,000 million capsules per annum, by 2000 AD.

May God's Grace allow them to succeed.

IN THE

G-Tel shines in 'Work' also away from Work

Socio-Political 'Work' The recently concluded Village Panchayat Elections in Goa, saw three G-TEL employees win. While Mr. Pedro Albuquerque, Production Assistant (last year's Best Worker of the Year) was elected Deputy *Sarpanch*, Mr. Sadanand Shet, Sr. Personnel Assistant, and Mr. Jagannath Parsento, Sr. Accounts Assistant, were chosen as *Panchas*.

Cultural 'Work' G-TEL can now boast of a bonafide *Best Actor* in their midst.

Mr. Prakash Dhupal, Production Assistant won the cherished award for his role in "VEDH," in the Smriti One-Act Play competition, at Ratnagiri, Maharashtra. Having also written & directed the play, he richly deserves our hearty congratulations!



Technical 'Work' The Computer Society of India, Goa Chapter, accorded Mr. Deepak Chodankar, Deputy Manager Production, G-TEL, the honour of addressing a seminar on Personal Computer Technologies of Today, on 15th March '97, at Panjim.

Clearly, the Affordable one!

A 3-Ad campaign was developed to launch the new Siemens Mobile Phone. The press releases comprised of 200 CC black & white Ads, also adapted for magazines, in the four main metro cities. Multiplicity in the visuals and headlines were utilised to attain sharp focus on airtime cost savings, the USP of the new phone, while the copy informed the reader of the exclusive features, which connote enhanced clarity in speech and audio. Future plans include a multimedia ad-attack, covering press, magazine, radio, outdcx)r & TV, to create strong top-of-mind recall.



Rewards as Valued as Profits!

It was a red-letter day indeed, when Bharti Telecom was presented the prestigious Export Award. Chosen in the category of Sectoral Awards,



which recognises the highest exports of "Telecommunication Equipment (non-SSI)" for the year 1995-96, Mr. Rakesh B. Mittal received the plaque on behalf of Bharti Telecom, from Dr. B. B. Ramaiah, Commerce Minister, Government of India, at an impressive ceremony on 29th January, 1997.

Adventure on two wheels

In a bid to promote sports in association with CBMC's public image, Casio Bharti Mobile Communications Ltd. is co-sponsoring the South East Asian Motorcycle Expedition. Comprising of a group of intrepid young executives, the expedition is also backed by Tata Steel, Silicon Graphics and Royal Enfield.

The adventure will pass through key cities in India, Nepal and Bhutan, providing challenge and an opportunity for teamwork.



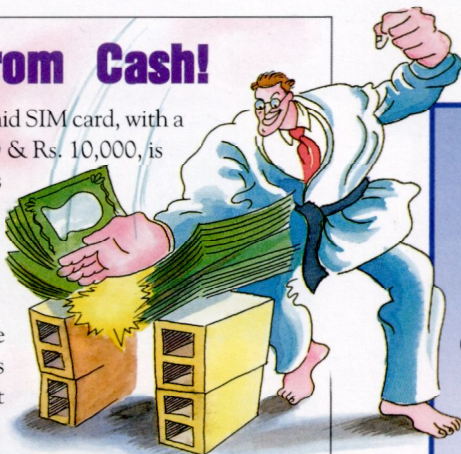
The Determination must be to never allow your energy or enthusiasm to be dampened by any discouragement.

-H. Ross Perot

NEWS

Freedom from Cash!

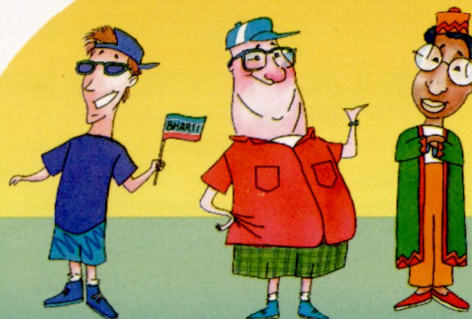
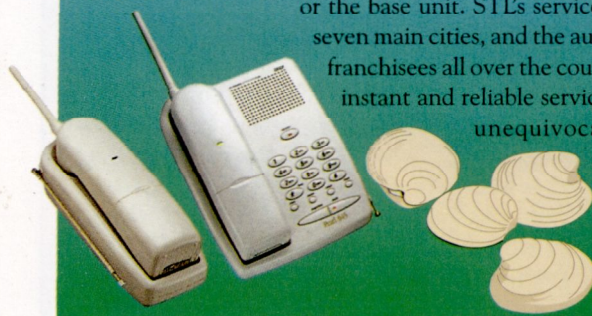
The new InstaCash Card, a prepaid SIM card, with a value varying between Rs. 3,000 & Rs. 10,000, is the only one of its kind that offers STD facilities, and access to a toll-free 800 number, enabling subscribers to ascertain the balance value on the card. They also have the option to recharge the value, which literally means freedom from handling cash! Yet another first from AirTel.



STL Launches Pearls of 'Wisdom!'

India's first 25-channel, auto scan cordless phones, Pearl 600 & 645, were launched in Mumbai recently, by Siemens Telecom Ltd. The new technology ensures the clearest reception to end users, which is sourced from Uniden Corporation of Japan - world leaders in wireless communication. Customised for India, the Pearls have a 14 day long-life battery, and a sophisticated circuitry which eliminates background noise.

The Pearl 645 has a dual key pad, enabling one to dial from the handset or the base unit. STL's service centres in the seven main cities, and the authorised service franchisees all over the country, will ensure instant and reliable service. All users are unequivocal in claiming they now have a 'Pearl of Wisdom' after acquiring this new marvel!



The first quarter of 1997 (Jan-Mar), saw several VVIPs, both from industry and government, from many different countries, paying a visit to the Bharti Telecom factory at Gurgaon. They were considerably

Happenings...

The Labour Department, Gurgaon, under the supervision of the Ministry of Labour, Haryana Govt., organised a 2-day Sports and Cultural Festival. Employees of BTL, Gurgaon Unit, won cherished accolades.

Mr. Sunil Bharti Mittal inaugurated the new AirTel Showroom, at Vikas Marg, New Delhi, on 2nd April, 1997.

CitiBank card holders, escaped reality by splurging on the heavily discounted products exhibited in the consumer-marketing event at hotel Ashok, aptly titled *The Great Escape*. AirTel was a main sponsor, along with Maruti Udyog.

The Annual Managers' Meet of Dura-Line Corp., at Callaway Gardens, Atlanta, USA, on 24th-26th February, 1997, saw Col. Ajay K. Dewan, Dir.(Oprns.), Bharti Dura-Line, India, making a presentation on Principles of Manufacturing.

At India's premier trade fair, IETF-97, Casio Pagers exhibited their latest technical marvels in the Mitsui Pavilion.

Esteemed Visitors from Afar!

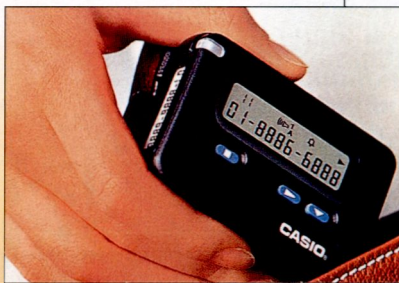
impressed by our commitment to quality and high standards of operations. The guest list included:

Mr. Pradeep Jeeba, Minister of State, Industries & Commerce, **Mauritius**, Dr. Ramli Taib, Minister for Transport, **Malaysia**, Mr. Joel Kaapandra, High Commissioner, **Republic of Namibia** and Mr. Richard McBride, Director (Mfg.), Qualcomm, **USA**.

Trendy Highlights for CBMC

The first full year of operation of Casio Bharti Mobile Communications has seen several momentous changes. The highlights are:

- 3,10,000 pagers are expected to sell by the year-end.
- Between 40-50% pagers sold this year, are numeric.
- Offering free pagers with large-selling consumer durables, makes sales shoot up.
- Multilingual pagers launched.
- Budget '97 cuts custom and excise duties on pagers.
- 65,000-70,000 Casio Pagers are expected to sell this year.
- Numeric models NP 130 & NP 300 emerge as leading brands.
- CBMC emerges as a major player, one to reckon with!



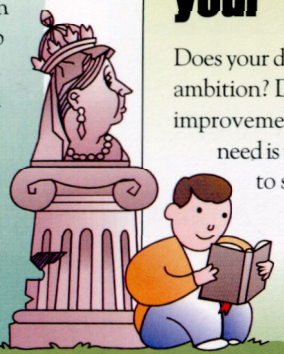
Partners in progress

Siemens, one of Germany's largest MNCs, has stamped an indelible mark on our nation's economic history. Ever since it started operations in India in 1867, it has played a key role in catapulting us to the brink of the next millennium. Its expansive range of businesses include

Switch Gears, Fibre Optics, Solar Voltaic Panels, besides others. Being closely associated with Siemens AG of Germany, allows Siemens India complete access to all new technologies emerging today.

Since its inception in 1985, Bharti Telecom Ltd. has been associated with Siemens, in the form of a technical tie-up with Siemens AG of Germany, for the manufacture of EPBTs. The relationship they share is exemplified in the formation of Siemens Telecom Ltd., a joint venture between Bharti Telecom & Siemens India who share a 49:51 equity participation. Marketing telecom products under the brand names of BEETEL and Siemens, the company also markets GSM phones from Siemens AG, Germany, via a nationwide dealer and service support network.

Together, Bharti & Siemens are truly heralding a new age, bringing the world's technical finesse to the doorstep of India.



Beat the heat with the cucumber



Apart from pleasing the eye with its cool green colour, the cucumber also happens to be our friend to beat the hot summer heat. Alkaline forming minerals in the cucumber represent 64% and the acid forming ones, 36% of the whole. This mineral arrangement makes it useful in maintaining the alkalinity of the blood. It also operates as one of the best natural diuretics, which cleanses the body of liquid waste continuously.

But to beat the summer heat, a sliced cucumber makes a very soothing repast in the scorching heat of the summer. It takes away the uneasiness caused by heat. A cup of cucumber juice taken daily, mixed with a glass of buttermilk and a pinch of salt, prevents the bad effects of summer heat and leaves one feeling fresh throughout the day. So, next time you visit the friendly neighbourhood vegetable-seller, make sure you buy the "cool, cool cucumbers."

The quality control issue has more to do with people and motivation and less to do with capital and equipment than one would think. It involves a cultural change.

-Michael Beer

"Bookworm" your way to improvement

Does your daily strenuous office routine cause lethargy and lack of ambition? Do you think you have no opportunity for continuous improvement through self learning? Well, think again! All you need is to take a little time out and avail of a golden opportunity to satiate your 'bookworm' tendencies. Bharti Telecom has become a member of the British Council Library, which offers a rich collection of books and periodicals, as well as a fascinating array of management films. For full details about membership cards and literary content, please contact Debjani Chakraborty of the Corporate HRD department of Bharti Enterprises.

Barker's Best

Proof-reading is most effective after publication.

Cheop's Law

Nothing gets built on schedule or within budget.

Jhonson's Second Law

If, in the course of several months, only three worthwhile social events take place, they will all fall on the same evening.



Lemar's Parking Postulate

If you parked six blocks away, you will find two new parking spaces right in front of the building.

Bess' Universal Principle

The phone will ring when you are outside the door fumbling for your keys. You will reach it just as the caller hangs up.

Laws That Defy Logic

एक संपूर्ण निर्माण

भारती टेलिकॉम के कॉमटेल विभाग का कार्यालय गुड़गाँव के शानदार ई0 एच0 टी0 पी0 कॉम्प्लेक्स में निर्माणाधीन है। इस इमारत का निर्माण



‘सीकॉन’

सलाहकारों द्वारा 70,000 वर्ग फुट के क्षेत्र में एक एकड़ ज़मीन पर किया जा रहा है। प्रथम मंजिल बनकर तैयार हो चुकी है तथा कार्य शीघ्र ही संपूर्ण हो जाएगा। भारती के अन्य कार्यालयों की तरह इस इमारत का निर्माण भी कलात्मक रूप से किया जा रहा है।



भारती परिवार में स्वागत

कंपनी/इकाई	नाम	पद
भारती टेलिकॉम	गुरिंदर पाल सिंह	सहायक प्रबन्धक [ई0 डी0 पी0]
	ओ0 पी0 अग्रवाल	सहायक प्रबन्धक [एफ0उन्ड्स]
	दीपक भाटिया	प्रबन्धक [मेट्रीरियल्स]
भारती टेलिनेट	एस0 एस0 करन	कार्यकारी [परचेस]
	प्रतीक गोवर	अभियन्ता [रेडियो]
	राजीव गोवर	अभियन्ता [रेडियो]
	अमन शर्मा	कार्यकारी सिस्टम्स [ई0 डी0 पी0]
	राजेश शर्मा	अभियन्ता [रेडियो]
भारती सेल्यूलर	आर0 हरिकृष्णन	वरिष्ठ अभियन्ता [नेटवर्क प्लानिंग]
	टॉम स्कैग	उपाध्यक्ष [तकनीकी]
	नाईजल ई0 टॉली	प्रमुख वित्तीय पदाधिकारी
केसिओ भारती	एलेक्स डेनियल	प्रबन्धक [मार्केटिंग डेवलपमेंट]
	एन0 कृष्णन कुमार	क्षेत्रीय प्रबन्धक [मार्केटिंग]
भारती इयुरलाइन	गगनदीप सिंह	उप-प्रबन्धक [मार्केटिंग]
	दिनेश मल्होत्रा	सहायक-प्रबन्धक [टेकनिकल सपोर्ट]
सीमेंस टेलिकॉम	संजीव कुमार	उप महा-प्रबन्धक [एच0 आर0]
	डी0 मुखर्जी	वरिष्ठ ए0 एस0 एम0 [मार्केटिंग]

“इक सपना”

जहाँ ज़मी हो विश्वास की
जहाँ सूरज लाए एक मुस्कुराती सुबह
जहाँ चाँद में हो एक नयी रोशनी
क्या ऐसा भी संसार होता है...

जो बन कर फिर ना टूटे
जो ढल जाए हकीकत में
जो बदले तस्वीर ज़िन्दगी की
और गुम न हो सैलाब में
क्या ऐसा भी सपना होता है...

जहाँ चले दिलों की भाषा
गुमनामियों का नाम न हो
शोहरत, दौलत की ऊँचाईयों से
जहाँ किसी को कोई काम न हो
क्या ऐसा भी शहर होता है...

जहाँ ज़िन्दा हो हर शख्स
ज़िन्दगी का सिर्फ नाम ही न हो
जहाँ उठाये न कोई लाश अपनी
ज़िन्दगी से पहचान हो

क्या ऐसा भी जीवन होता है...

जब होगी ख़त्म ये मज़हब की बातें
जब बदलेंगे ये नियम सारे
तब ऐसा ही एक संसार होगा
तब ऐसा ही एक सपना होगा

जब भाषा होगी सभी की एक
जब मिट जायेगा हादसों का नाम
तब ऐसा ही एक शहर होगा
तब ऐसा ही एक जीवन होगा

अर्जुन प्रसाद बडोला

सीमेंस टेलिकॉम लि0, नेहरु प्लेस



संवेदना संदेश



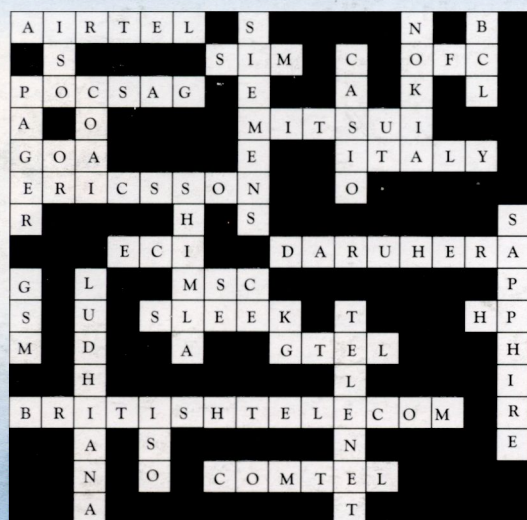
मार्च 19, 1997 को श्री भागवता महाराणा के एक सड़क दुर्घटना में आकस्मिक निधन से पूरा भारती परिवार स्तब्ध रह गया। स्वर्गीय श्री0 महाराणा भारती सेल्यूलर लि0 में वरिष्ठ अभियन्ता स्विच के पद पर कार्यरत थे। उन्होंने अपनी पूरी लगन और श्रद्धा से इस पद पर कार्य

किया। उनकी कमी हमेशा महसूस की जाएगी। हमारी भगवान से प्रार्थना है कि इस दुःखद घड़ी को सहन करने के लिए उनके शोक संतप्त परिवारजनों को शक्ति तथा श्री0 महाराणा की आत्मा को शांति दें।



And the 'Wordmaster' is...

... **S. Murli** - Stenographer
(Fin. & Accts. Dept.) BTL, Head Office.



Bright Ideas ?

Why not enlighten us with some dazzling perceptions?

After all, each and every one of us is born with a talent that no other human being has. This uniqueness is God's gift to mankind. Bharti Today can benefit immensely - if we want it to. All we have to do is take time out, and pen down the highly individualistic thoughts. We'll be making an exclusive contribution, destined to be literally a one-of-a-kind event in history!

Don't miss out. Write in today to Debjani Chakraborty/Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Mehrauli Road, New Delhi - 110 030.



HAVE YOU WRITTEN YOURSELF AN AWARD?

Of all those who contribute articles for Bharti Today during a year, **ONE** will be the deserving winner of Rs. 500. Now, that's something to write home about!



Information technology has improved awfully. All of them are talking to each other on cellphones.

Courtesy: Indian Journal, AIMA

Think About it...

THE ABC..D... OF SUCCESS

All companies progress through stages of evolution. A successful organisation is built on a sound set of beliefs and principles on which it premises all its policies and actions. The single most important credo for corporate success is faithful adherence to these core values and beliefs.

One of the key core values at Bharti is "*respect for the individual*," be it our employees, customers or partners. We are mindful of our responsibilities towards customers and are committed to meeting their needs and expectations and to maximising the value of their investment. While doing so, we conform to high standards of ethical behaviour, and act with integrity in all our relations with our clients, employees, suppliers, partners and Government. Team work and pursuit of excellence in whatever we do is the essence of our success.

Honesty, integrity, fairness, respect and concern for others, are the values that form the recipe for all our products and services, whether it is AirTel, Beetel, Capsules or Ducts.

*The first ingredient of success :
dream a great dream
which speaks to your spirit
and invites your heart in.
Then throw all your energies into it.
The sun's rays do not burn
until brought to a focus
every minute of everyday.
Rule out all outside
influences that don't
have a bearing
on the dream.*

To Accomplish Greatly

*Create an inner certainty
it is yours firmly and
positively with no buts,
ifs, or maybes
from the minute you rise
until you go to sleep
at night, till it is impressed on
every cell of your body.
Then begin with the
smallest step you can take
to get moving - engage in action
You can't but be successful.*

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