

TODAY

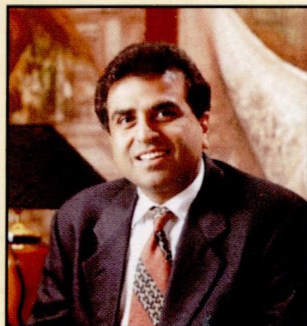
Chairman's Message

At the outset, let me wish you a very happy and prosperous New Year.

The Year 1997 - 50th year of Independence, has been a year of significant milestones for Bharti Enterprises. We started the year with Bharti Telenet becoming the first ever private sector Company to sign the licence agreement with the Government for providing basic telephone services in Madhya Pradesh.

We maintained and further consolidated our leadership position of being the country's largest cellular operator; as well as the largest manufacturer of telephone instruments. We also had two very exciting starts, one - a joint venture with British Telecom for providing V-SAT services and two - Bharti Global getting a licence to operate telecom services in Seychelles, thus, Bharti became the first ever Indian Company to provide telecom services abroad. These beginnings are part of our corporate strategy to contribute substantially in the overall development of Telecom Sector in India as well as other countries.

The other Group companies have also performed extremely well. The Centre for Excellence is getting all set for introducing state-of-the-art SMT and developing newer models in basic and feature phones. Bharti Telecom is geared up to reach a two million mark in manufacturing telephone instruments during the year. Bharti Healthcare has successfully completed the 1st phase of expansion and is in the process of completing the subsequent phases. With this expansion, Bharti Healthcare is emerging as a leading player in the hard gelatine capsules industry. Bharti Dura-Line has commenced production of telecom ducts to meet the requirements of basic/cellular service operators. Casio Bharti Mobile Communications and Siemens Telecom have also strengthened and consolidated the market share in their respective product lines. We ended the year by bagging India's Best Cellular Phone Service Award by Techies '97 for AIRTEL. My congratulations to all those-our employees, partners and customers-who made this happen. The Telecom Man of the Year 1997 award to me, is a recognition of the excellent team of our employees and partners whose reputation and track record as substantial creators of value for our clients, has been well established.



Our own experience as well as association with top international Corporations in Telecom has provided us with a good perspective on the world at large. The world is getting smaller, but the opportunities are bigger than ever for those who know how to succeed in this fiercely competitive environment. In the new year 1998, together we look forward to new levels of innovative, global and value creating performance to the benefit of all our existing and prospective customers. As we move forward, we need to restructure ourselves for speedy growth, accelerate our shared learnings for peak performance and adopt appropriate mind sets and behaviour - while remaining true to our own core values.

I wish you and your family happiness and success in all the endeavours.

Sunil Bharti Mittal
Chairman &
Group Managing Director

Telecommunications Man of the Year



Mr. Sunil Bharti Mittal, Chairman and Group Managing Director, Bharti Enterprises was adjudged the Telecommunications Man of the Year 1997, by TECHIS '97 for his pioneering role in the telecom industry. Mr. Mittal is presently the Chairman of the Telecom Committee of Federation of Indian Chambers of Commerce & Industry (FICCI) and founder President of the Association of Basic Telecom Operators (ABTO). He founded the Cellular Operators Association of India (COAI) and was its President during 1994 - '96. He is the founder of Telecom Equipment Manufacturers Association of India (TEMA) & was its Vice-President during 1990-'96.

AirTel - India's Best Cellular Phone Service



AIRTEL, Delhi's first & India's largest cellular phone service won the award for the best cellular phone service in the country, at TECHIES '97 - The First Annual Awards For Excellence In Information Technology and Communications. The award was received by Mr. Anil Nayar, CEO and Executive Director, Bharti Cellular, at a function held on the 3rd December, 1997.

Seychelles today... the world tomorrow

Bharti Global, the wholly owned subsidiary of Bharti Enterprises has won the prestigious licence to operate as a national telecom operator in Seychelles. This licence involves basic telephony, GSM Cellular services, long distance and international Telecom services and a variety of value added services. With a total investment of USD 25 million, the Seychelles project is in partnership with



The sun shines on Seychelles



Bharti Global - Corporate office and Technical Centre at Seychelles.



Mr. Sunil Bharti Mittal with HE France Albert Rene (President-Seychelles) & HE James Michelle (Vice President-Seychelles). Also in picture Mr. Bashir Currimjee & Mr. Hassan Bilgrami-partners in Seychelles project.

Currimjee Jeewanjee of Mauritius, Mr. Raza Bilgrami, NRI and a local Seychellois company.

Bharti Global, headquartered in Jersey, U.K. is spearheading the Bharti Group's initiatives in the international arena. This exposure would provide Bharti with the necessary competence to handle comprehensive networks in India and abroad. "Bharti will be the second Indian company, after VSNL, to operate an international gateway anywhere in the world," says Mr. Sunil Bharti Mittal, Chairman and Group Managing Director, Bharti Enterprises.



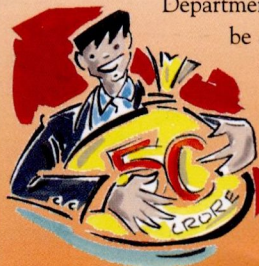
Forays in Africa... Sunil B. Mittal at The Sun City (South Africa)

Global recognition for G-TEL

Goa Telecommunications & Systems Ltd., have been presented the "Israel Trade Award-1996" in recognition of its outstanding contribution in forging international trade links with Israel.

Rs. 50 crore mega order from DoT... a thrust ahead

Bharti Telecom, India's largest manufacturer of Electronic Push Button Telephones has bagged orders worth Rs.50 crores from Department of Telecommunications (DoT). Bharti will be supplying 1.25 million Push Button phones to DoT by March '98, including 2,50,000 phones to be supplied by Goa Telecommunications & Systems Ltd. (a Bharti subsidiary).



In view of the increasing demand, both for domestic and international markets, Bharti Telecom has embarked upon an ambitious expansion plan. The company will be expanding its production capacity to produce 5 million phones per year. It expects to export 15% of the production during 1997-'98. This would be twice the quantity exported during '96-'97.

The Indore Buzzzzz !

Activity level at Indore region has been hectic and not without any purpose. We achieved our first milestone on 24th Oct. 97 when the ALCATEL S-12 switch was successfully tested in Indore and a call was made from a telephone to another. This was followed by a call from a Fixed Wireless Telephone subscriber to an S-12 subscriber on 26th Oct. 97. Mr. Rajan B. Mittal, Joint Managing Director, Mr. B. D. Khurana, Executive Director and Mr. Viresh Dayal, Director Operations graced the occasion in the White House (Pardesipura - M.P.).



L to R : Brig. V. Raheja, Mr. Rajan B. Mittal, Mr. Viresh Dayal & Mr. B.D. Khurana.

Strategies for Tomorrow

The first strategic Management Session of BHARTI COMTEL was organised at Mughal Sheraton, Agra, on the 17th and 18th October 1997. The participants were drawn from the respective units under COMTEL which include Bharti Telecom Ludhiana, Bharti Telecom Gurgaon, Centre for Excellence & G-Tel, Goa. The broad objectives of the meet were :

- To decide upon core members of STEER committee the Strategic Group for COMTEL.
- To present the achievements and shortfalls with respect to each units' performance and action plans.
- Solutions to overcome Problems/Difficulties
- A strategic action plan for the subsequent months.

The meet was presided over by Mr. Rakesh Bharti Mittal, MD, Bharti COMTEL Ltd. and was attended by Mr. G.K. Agarwal, Director-HR, Bharti Enterprises, Heads of Departments and Unit Heads of COMTEL.

Bharti Dura-Line A Flying Start

Amidst cheers and fanfare, the first consignment of the finest SILICORE™ lined HDPE Telecom duct rolled out of the Goa plant of Bharti Dura-Line in September, 1997.

The ducts are the finest ever produced in India. The plant with an installed capacity of 10,000 km per annum, will be supplying its first consignment to Bharti Telenet. Flagging off the first consignment, Charles Mager, President Dura-Line Corporation, USA said "Dura-Line is proud to bring its pioneering duct technology to India".



The difference between a successful person and others is not a lack of strength, not a lack of knowledge but rather is a lack of will.

A Star is Born

Bharti BT, a joint venture between Bharti Telecom and British Telecom (to set up V-SAT services in India) was launched at The Oberoi, New Delhi on the 7th of October, 1997. Mr. Simon J. Perkins, Bharti BT made a presentation to a select audience comprising of Bharti BT customers, stressing on the various value-additions being undertaken by British Telecom, to achieve service leadership. This event in New Delhi was followed by similar events in Mumbai and Bangalore.



S N I P

Quality speaks for itself.

The Gurgaon unit of Bharti Telecom received yet another

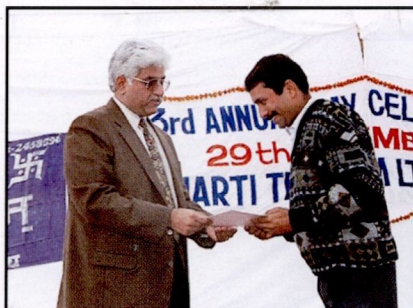


coveted recognition for its quality standards. The STQC will be auditing the company's quality records every 9 months instead of regular 6 months. This acceptance is a confidence expressed by STQC in the quality standards maintained by Bharti Telecom.

The Annual Day of Bharti Telecom-Gurgaon was celebrated on 29th Nov. 1997 amidst a lot of fanfare & activity by the Gurgaon factory. Mr. R.L. Sharma (Prod.) was adjudged the Best Manager, Mr. Sanjay Arora (F&A) the Best Executive and Ms. Kavita Dika (Prod.) the Best Worker of the year. The award for Best House-Keeping was given to Production Electronics (first floor) & the Sub Assembly- Production (first floor) was awarded for best attendance.

Mr. Anil Wadhawa was presented MD's special award for outstanding contribution.

Celebrations Galore



Mr Anil Wadhawa - MD's special award



Best Worker - Ms. Kavita Dika

STL Channels look ahead

Siemens Telecom Ltd. organised meets with all its channel partners in order to announce its policies and prices. These meets were organised at Mumbai, Delhi, Bangalore and Calcutta as part of its efforts to facilitate co-ordinated working.



Beep Beep

Casio Bharti organised BEEP'97, the second get-together of paging industry professionals, at the Taj Palace Hotel on 17th Dec, 97. The meet was attended by Paging service providers, Pager manufacturers, leading foreign banks and telecom professionals who discussed the challenges facing the paging industry. Top officials of Bharti Telecom, Casio, Mitsui & DoT addressed the gathering.

Casio Bharti has also signed popular VJ & singer Raageshwari for Casio Pager promotions.



L to R - Mr. Sanjay Bahl (GM-Mktg. & Sales), Raageshwari & Mr. Y. Tagami (M.D.)

Bharti Healthcare Redefining Horizons

...1995



1996...



P E T S

Leadership through quality

A one-day vendor workshop on Quality Management was held on 23rd Aug., 1997 at Hyatt Regency, Delhi. Mr. Rakesh B. Mittal, Managing Director presented the corporate vision of Leadership through Quality. The Best Vendor of the year award was presented to M/s Continental Devices (India) Ltd.. M/s Sillcee Electronics & M/s Avitron Components were declared as the first & second runners up respectively.



AirTel Crosses One Lakh

AirTel became the nation's first cellular operator to cross the coveted 1 lakh subscriber mark. The event was celebrated with loads of fun and festivity.

Cellular Snapshots

AirTel Tees Off With Hyatt

Airtel sponsored the Airtel - Hyatt Classic Golf Tournament on September 27, 1997 at the Army Golf Course. About 120 golfers participated in the tournament, of which 70 were AirTel subscribers.

The Plot Unravels

9 Jakho Hill, a contemporary play organised at the Kamani Auditorium on 16th October '97 was sponsored by AirTel. AirTel also sponsored Matilda, the story of a child genius. The play is from Kidsworld and was directed by Lushin Dubey & Bubbles Sabharwal.

AirTel- The Official Communicator

EXPOTENICA '97 an exhibition on Spanish Industry was held in Pragati Maidan, where AirTel was nominated as the 'Official Communicator'.

Face of The Year

AirTel Co-sponsored 'FACE OF 97, a beauty and personality contest at Annabelles, Hilton Hotel, New Delhi. The preliminary rounds were held on 23rd & 29th August and the finals on 5th September, 1997 were a roaring success.

Bazm-e-Ghazal

A musical evening with the ghazal maestro Ghulam Ali was organised at Gymkhana Club (Woodland Lawn) on 8th November at 7:30 PM. This event sponsored by AirTel, was organised exclusively for Gymkhana Club members.



Swinging to the tunes of Freedom!

To celebrate 50 years of Indian Independence and, its 2nd anniversary, Airtel organised the Freedom Concert - the largest concert, ever held in Delhi. Over



70,000 music lovers, thronged the Jawahar Lal Nehru Stadium to watch Suneeta Rao, Colonial Cousins, Sukhbir and Lucky



Ali, perform live for the first time.

You cannot teach a man anything, you can only help him discover it within himself.

Galileo

Dreams Rewarded

Bharti Telecom (Gurgaon) presented awards to the following personnel for their creative thinking under Idea & Implementation scheme.

Mr. Rajeev Lochan Sharma	Q.C.	Rs.500/-
Mr. Pawan Sharma	P.P.S.	Rs.500/-
Mr. Ramesh Kumar	Production	Rs.250/-
Mr. Ravi Raghav	Production	Rs.125/-
Mr. Rambir Chahar	Q.C.	Rs.125/-

Congratulations



When an archer misses the mark, he turns and looks for the fault within himself. Failure to hit the bull's eye is never the fault of the target. To Improve your aim - improve yourself.

Gilbert Arland

Bharti Telecom In Hanoi

Bharti COMTEL's Design & Development wing, Centre for Excellence, participated in the Telecom Fair'97 at Vietnam, held between December 2nd and 6th, 1997. On display were the current models of Beutel range, Pearl Cordless Phones, Siemens Eurosets, Sprint Phones and also



Dura-Line products. The exhibition attracted around 25,000 people and generated tremendous business interest for Bharti at large.



India We Love You

The painting contest announced in our last issue to commemorate 50 years of India's Independence received many entries. The enthusiasm shown by the kids and their parents has been very encouraging.

The first prize of Rs. 500/- has been awarded to Angel Bedi-Class III. Consolation prizes have been awarded to Ankit Bajaj-Class II & Master Abhisek - Class I. Congratulations and a big Thanks to the young artists.

The Spice Box

Spices and condiments are an inherent part of an Indian Kitchen. An Ayurvedic doctor tells us how we can use them in treating minor ailments.



Asafoetida (Heeng) : Is good for indigestion, colic pain and toothache. Can be taken in powdered form followed by a cup of warm water to ward off indigestion. Half a gram of this powder can be applied over painful tooth or gums. Maximum intake a day

should not exceed 2 grams.

Cardamom (Elaichi) : Reduces gas formation in the abdomen, promotes digestion and if chewed, stops nausea and vomiting. For better results, 4 to 5 cardamoms should be powdered and taken with hot water three to four times a day.



Black pepper (Kalimirsch) : Best for cough and cold. Can be taken with tea in the form of powder or decoction. To reduce its pungent taste, jaggery, honey or sugar can be added. The more pungent it is taken, the better it will act.

Turmeric (Haldi) : Externally it can be used for treating scabies, itches, boils, abscesses and eczema. For better results, neem leaves can be added in equal quantity and applied to the skin. Good for lactating mothers and gives best results in cough, cold and fever. Should be taken in warm milk with a pinch of sugar or jaggery. Daily intake should not exceed 2 teaspoons a day.



Welcome to Bharti family

BHARTI TELECOM

Mr. Arvind Mathur (Mgr.- Mtls.), Mr. V.K.Goyal (Sr. Mgr.), Mr. Chakradhar Sahoo (Sr. Exe. Engg.), Mr. Rajiv Gupta (Dy. Mgr.), Mr. S.K.Malhotra (DGM - E), Mr. Rakesh Kesari (AM - QC),

BHARTI CELLULAR

Mr. Vivek Goyal (Sr. Prod. Mgr.), Mr. Ashok Franklin (Merch. Mgr.), Mr. Naresh K.Chaswal (Head - Security & Fire Safety), Mr. Ramesh C. Juneja (Mgr Switch), Mr. Arun Vohra (DGM - Buss. Dev.)

SIEMENS TELECOM

Ms. Anita Uppal (Asst. Mgr.)

BHARTI TELENET (H.P.)

Mr. Pawan Deep Singh (Sr. Ex.)

CASIO BHARTI

Mr. Anant K. Andhare (GM-Prod. & Comm.)

BHARTI DURALINE

Dr. S.K.Ray (GM - Mktg. & Sales), Mr. Silvero Dias(Dy. Mgr.- F & A)

BHARTI HEALTHCARE

Mr. Tejpal Singh (Asst. Mgr.-Prod), Mr. Ravinder Arora (DGM - F & A), Mr. Sujit K. Roy (Dy. Mgr.- Maint)

BHARTI TELENET (MP)

Ms. Rashmi Mehrotra (Mgr.-Sys), Mr. Sanjay Mehrotra, (Sr. Mgr.-Switch), Mr. Satish Laghate (Sr. Mgr.-BB), Mr. Praveen Sharma (Mgr.-A/cs), Ms. Sheeba Sahni (Mgr.-Direct Sales), Mr. Rajeev Behl (Zonal Sales-Mgr), Mr. S.N. Pandey (Zonal Sales-Mgr), Mr. Sandeep Gupta (Sr.Executive), Mr. Pramod Goyal (Sr. Executive), Mr. Amod Nagar, (Sr. Executive), Mr. K.K. Sharma, (Sr. Executive), Ms Nidhu Billiore (Sr. Engr. Sys), Ms. Veena Chhibar (Asstt. Mgr.-CC), Mr. Vijay Raheja (CGM-Indore), Mr. Vipul Agarwal (Vice President-Fin.), Mr. Sanjeev Bedekar (Sr. Manager-Acc. Ntw.), Mr. Nusrat Mohammed (Sr. Manager-Sw.), Mr. Rajesh Sukhija (Manager-Sw), Mr. G. Shyam Kumar, (Dy. Manager-BB), Mr.Sandeep Puthal (Sr. Mgr.-HRD), Mr. V. Mohanan (Sr. Mgr.-Comm.), Mr. K. Shankar (Sr. Mgr.-Materials), Mr. Shaliendra Singh, (Mgr.-Cust.Care), Mr. Piyush Jain (Mgr-Projects), Col.M.M. Mehrotra (DGM-Admn.), Mr. Sanjay Jain (Sr.Manager-Fin.), Mr. Mukesh Agarwal (Dy. Manager - Sales), Mr. Mukand Kukde, (Dy. Manager)

... and many more.

Team Bharti on the Move

Bharti Enterprises today is a 2,500 member family, constantly on the move. The family is young, enthusiastic and eager to touch new heights every day. Here's wishing them an eventful 1998 from us at Bharti Today.

Jewels in the Crown

Bharti Comtel Ltd. was incorporated on 5th Dec., 1997.

Bharti Overseas Pvt. Ltd. has been named M/s Bharti Enterprises Pvt. Ltd.

A new company Bharti Tele-Spatial has been formed.



Write your own success story

Bharti Today is your own magazine. It's a forum for you to share your thoughts with the Bharti family.

Pick a pen, write your thoughts and rush them to us. We will be delighted to include them in Bharti Today and make it truly your own magazine. That's not all. We will give an award of Rs 500/- once every year for the best



contribution to Bharti Today.

Write in today to Debjani Chakraborty/ Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Mehrauli Road, New Delhi-110030.

P E R S O N A



Mr. SUNIL KUMAR
Vice President, Finance & Accounts

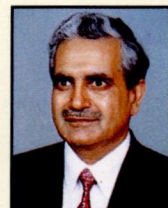
An economics graduate from St. Stephens College, he acquired membership of Institute of Chartered Financial Accountants of India in 1982. He joined us on August 1, 1997. He has 21 years of experience in reputed organisations such as S.B.Billimoria & Co., Indian Shaving Products and Pt. Jaygee Enterprises, Jakarta.

Born on 11th May 1956, Mr. Kumar's hobbies are playing Tennis & reading non-fiction books.

Mr. B.D. KHURANA
Executive Director-Bharti Telenet

An electronics graduate from IIT, Delhi, Mr. B.D. Khurana joined Bharti Telenet Ltd. on 1st September, 1997. Mr. Khurana carries along with him rich experience of more than 30 years in the field of Telecom.

Mr. Khurana was the Managing Director of Punjab Wireless Systems ('76-'85), MP State Electronics Development Corporation ('85-'88), Optel Telecom Communications ('86-'91), Aabha Management Systems ('94-'97), prior to joining us. A Taurian by birth, Mr. Khurana loves photography and writing poems.



Oops !

Languages : You can program for virtually anything in a variety of computer languages so long as you remember two basic rules : the easiest to write produces the slowest programs. And the most difficult yields the fastest.

Mouse : Hand-size box that runs on a ball and moves a pointer on the screen. Makes people believe that it's an acronym for Manually Operated Utility Selection Equipment. It is not. Computer people really thought that a mouse looked like a mouse.

Terminal : A screen and a keyboard connected to a mainframe. Nothing to do with a serious illness.

Think. Just For Today....

... I will be happy. And be happy from within. It is not a matter of external.

... I will try to adjust myself to what is and not adjust everything to my own desire, I will take my family, my business, my duties as they come and fit myself to them.

... I will take care of my body so that it remains a perfect machine. A sound mind resides in a sound body.

... I will try to strengthen my mind and learn something useful. I will not be a mental loafer. I will read some thing that requires effort, thought and concentration.

... I will exercise my soul in three ways. I will do somebody a good turn and not get found out. I will do two things that I do not want to do, but that benefit others.

... I will be agreeable. I will dress as becomingly as possible, talk low, act courteously, be liberal with praise, criticise not at all.

... I will try to live through this day only, not to tackle my whole life problems at once.

... I will have a programme. I will write down what I expect to do every hour. It will eliminate two pests, hurrying and indecisiveness.

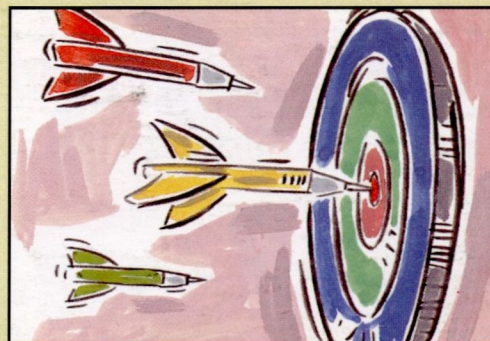
... I will have a quiet half an hour all by myself and relax.

... I will be unafraid. I will not be afraid to be happy & to enjoy what is beautiful and to believe that all those I like, like me too.



Contributed by
Pavitar Singh

Excelling



People who have accomplished work worth while,
have had a very high sense of the way to do things.

*They have not been content with mediocrity.
They have not confined themselves to the beaten track.*

*They have never been satisfied to do things
just as others do them, but always a little better .*

*They always pushed things that came to their hands
a little higher up, a little farther on.*

*It is this little higher up, this little farther on,
that counts in the quality of life's work.*

*It is the constant effort to be first-class in everything one attempts
that conquers the heights of excellence.*



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