

T O D A Y

BHARTI

THE IN-HOUSE MAGAZINE OF BHARTI ENTERPRISES • VOLUME 2 ISSUE 3 • APRIL 1998

FROM THE DESK OF DIRECTOR- CORPORATE AFFAIRS



It is indeed my pleasure to report that 1997-98 has been yet another momentous year for Bharti Enterprises. Besides making substantial headway towards launching first ever basic telephone service by a private company in the country, the Group also attained the distinction of becoming the first and only entity in India to be granted a licence to operate comprehensive telecom services outside India. We shall soon provide a complete range of telecom services in Seychelles, which would include fixed, mobile and the international gateway. Bharti would also become the only Indian Company in the Private sector to operate an international gateway. Operationally, the year has been very

satisfying with substantial increase in the Group turn over and profitability and with each Group Company consolidating their market position in their industry.

Madhya Pradesh Project has become the first project in the country on the Fixed Line side to have achieved a financial closure while Bharti Cellular has been the only profitable Cellular venture in the country. To further consolidate our position as a premier Telecom Group in India, several initiatives are being taken. This includes corporate restructuring to ensure strong corporate support to operating companies and effective review mechanism at different levels. The new structure will result in greater spontaneity.

As a Group, we are conscious of the challenges posed by current economic environment and complex market forces, which call for utmost efficiencies at all levels. An exercise has been initiated to stimulate thinking at operating levels for continuous exploration of cost saving and resource optimising methods.

As we grow and expand our business, one principle will endure: 'We are here to serve our customers and to give them 100% satisfaction'. With excellent relationship with our partners,

vendors/suppliers and other agencies, we not only have access to advanced technologies, but are also equipped to put it at the service of our customers.

We truly believe that the most competitive edge of an organisation is competency and commitment of its employees. The major business imperative in the 21st century is, therefore, turning work place into learning organisation where generating ideas and sharing knowledge create new business values. Development of our human assets and providing them with enabling environment continues to be on highest priority.

Keeping our core values as guiding principles, we move ahead with right structure, strategies & systems to create an environment of joy and prosperity. The future looks exciting and indeed challenging. It is my belief that year 1998-99 shall mark the next era of growth and opportunities for Bharti.

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

Akhil Gupta
Director- Corporate Affairs



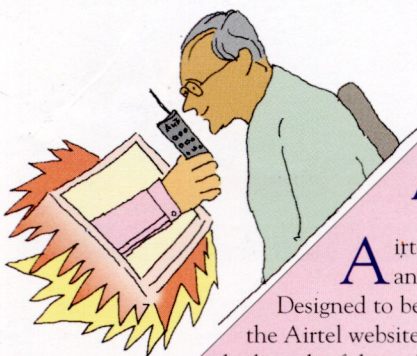
GOLDEN PEACOCK NATIONAL QUALITY AWARD 1997

The Golden Peacock National Quality Award was introduced by the Institute of Directors in the year 1991 and is awarded annually to recognise excellent overall performance by Indian companies. The award is presented annually at the World Congress on Total Quality in India.

In January this year, the panel of judges evaluating the nominations for the honour decided to award Bharti Telecom Limited, Gurgaon for excellence in manufacturing for the year 1997. BTL, Gurgaon has earned this distinction

by practising and demonstrating strong commitment to Total Quality Management in all aspects of working. It has also been made possible through exemplary teamwork by every employee at Gurgaon works and focused top down deployment of TQM goals up to working levels.

Mr. Rakesh Bharti Mittal, Managing Director, recieved the award along with certificate from His Excellency, Dr P. C. Alexander, Governor of Maharashtra, during an impressive ceremony held at the 8th World Congress on Total Quality - 1997 on February 12, 1998 at Hotel Leela, Mumbai.



AIRTEL- THE NET ADVANTAGE

Airtel, Delhi's premier cellular service announced the launch of its new website.

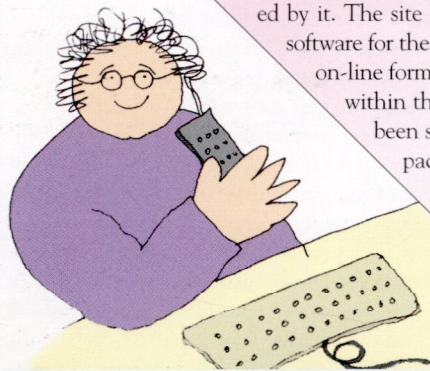
Designed to be a one stop reference point to the browsers, the Airtel website can be accessed at www.airtelworld.com. With the launch of the website, subscribers can now order Airtel connection on the Internet. Airtel will be offering special airtime plans to subscribers booking their connections through the Internet. Privileges like free subscription to Smart Mail, the latest generation voice mail service from Airtel will also be available to such subscribers.

The user friendly website will showcase the world class service offered by Airtel to the global audience.

While the section on "Information Services" describes the numerous useful services available to Airtel subscribers like TravelTel, FloriTel, DeliverTel, StockTel, CitiTel, the section "Specials"

talks about the Value Added Services offered by Airtel. There are sections on Insta Cash Card, World 1 Network, International Roaming, Add on Cards and Handsets on offer from Airtel. The advantage section describes the technology behind the world class network of Airtel and the excellent coverage provided by it.

The site has been created using the state of the art software for the net. The site has drop down Menus and on-line forms to provide easy navigation facilities within the site. The design for the site has been structured in a smart and compact way, permitting cross links and allowing smooth information flow.

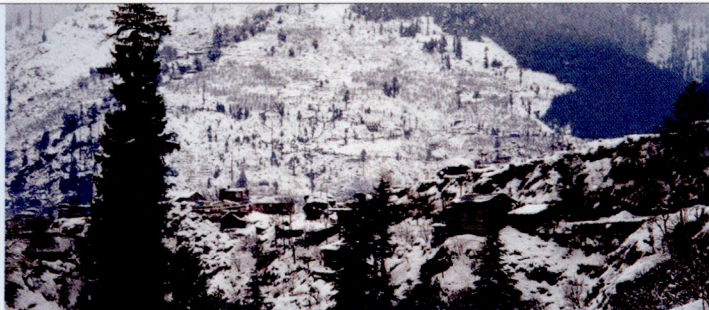


TRUE LEADERSHIP IS A COMMITMENT TO QUALITY

Goa Telecommunications & Systems Ltd. has done us proud by earning the ISO-9002 certification, an international hallmark of quality. G-Tel has become the third telephone manufacturing unit of Bharti to get the ISO-9002, the other two being Bharti Telecom's Ludhiana and Gurgaon Units. With an installed capacity of 5 lakh telephones per annum (soon to be enhanced to 7 lakh units per annum), G-Tel will continue to fulfil the Bharti promise of providing International quality products and services, in times to come.

*It is more important to know
where you are going than to get there
quickly. Never mistake activity
for achievement*

AIRTEL SHINES ON MOUNTAIN TOPS



Airtel has completed one year of successful operations in Shimla and continues to surge ahead as a true leader in Himachal.

In the first phase of launch, a wide area of upto 160 sq. kms has been covered. The services are available in all major settlements of Kalka-Shimla Highway, covering towns like Parwanoo, Barog, Solan, Shimla and the industrial areas of Baddi and Barotiwala. Tourist spots like Naldhera, Chail, Kasauli (outdoor coverage) and Kufri (outdoor coverage) are also covered.

With the evergrowing tourist population in Shimla and growing need of being in touch, Insta Cash Card was introduced in Himachal, a facility which has found widespread acceptance with the tourists. The commitment has been to give people of Himachal "The Power to Keep in Touch", always. The state also has Roaming service. AirTel has presently taken on the challenge of starting cellular service in the picturesque valley of Kullu and Manali, a terrain not easy to work in, as a part of its Phase II operation.

With growing number of subscribers, a twenty four hour Customer Care Centre has been set up to take care of the need of customer services.

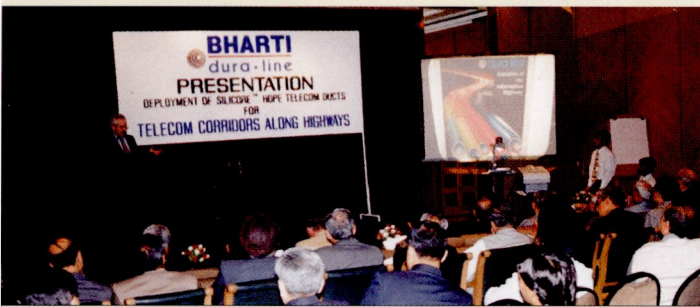
Displaying the finest qualities of leadership, Airtel has always endeavoured to give best of services to the subscribers and can now claim to be the king of the mountains in Himachal Pradesh.



CFE SURGES AHEAD

On March 19, 1998, Centre for Excellence entered into an agreement with the Department of Scientific and Industrial Research, National Research Development Corporation and Semiconductor Complex Limited for undertaking a joint project on developing Telephone technology based on Single-chip telephone ICs. This project is covered under the Government of India agreement titled "Program Aimed at Technological Self-reliance" or PATSER. The main focus of the program is research and development and upgradation of technology.

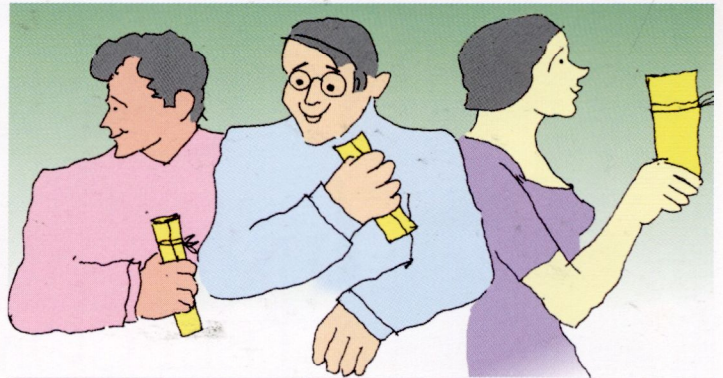
TELECOM HIGHWAY FOR THE FUTURE



SILICORE™ HDPE DUCTS FROM BHARTI DURA-LINE

On February 18, 1998 Bharti Dura-Line Pvt. Ltd. organised a presentation at Hyatt Regency, New Delhi on long term advantages and benefits of deployment of Silicore™ HDPE Telecom Ducts all along the Highways and Railroads. The presentation was conducted by experts from M/s Dura-Line Corporation, USA and their representatives from China. Views, experiences and benefits of buying permanent lubricated silicore HDPE Telecom Ducts along highways for installation of Optical Fibre Cables in China which accrued to the "Beijing Highway Bureau & Telecom Services in China" were shared with the participants.

The meet was well attended by senior officials of Basic Telecom Service operators, DoT, Railways, National Highways Authority of India, MTNL and other important prospective customers like Mahanagar Gas Ltd.



BHARTI SCHOLARSHIP: THE TELECOM TRYST WITH ACADEMICS

Bharti Enterprises, towards fulfilling a social commitment, is launching the "Bharti Scholarship (Telecom)" in reputed Engineering Institutes, in the year 1998-99. The scholarships would be awarded to one meritorious student in each institute, selected on merit-cum-means basis and specializing in Electronics and Telecommunications only. The scholarship would cover all four years of study and would include tuition fees, all boarding/lodging charges, and miscellaneous expenses. At the end of four years, the student, on successful completion of the course, may be offered final placement in Bharti.

A first step towards developing and supporting talent for future!



CASIO BHARTI MOBILE COMMUNICATIONS LTD.

The Jan-Feb-Mar '98 quarter has witnessed many significant events at Casio Bharti :

- Implementation of uniform fixed price for pagers by IPSA (The Indian Paging Service Providers Association) has helped to largely stabilise and curb the price under cutting.
- A vital break with Easycall Paging, country's largest and most personalised paging service provider with presence in 25 key Indian cities.

• Upgradation of production facilities to manufacture Casio Pagers in CKD form at its state of the art factory at Gurgaon.

• To diversify and spread its base, CBMC plans to introduce Casio's world class range of consumer electronic items namely digital diaries, electronic keyboards etc. as key additives to increase paging business.

• Plans to export pagers to key markets of SAARC countries and middle-East where Casio has immense Brand Equity.

• A multimedia promotional campaign featuring Raageshwari, MTV-VJ and singer would be launched very soon to tap the vast youth market.



KNOW SEYCHELLES

• Seychelles is known as "Paradise on Earth". It is an archipelago of 115 Coral and Granite islands, scattered in the middle of the Indian Ocean, between Equator and Comores islands, NE of Madagascar.

• The total surface area is 453 sq. km with Mahe and Pralin being two major islands. Victoria on Mahe is the capital, Mahe having the international airport of Seychelles.

• These islands were first discovered in 1502 by a navigator. The Portuguese called them "The Seven Sisters". In 1756 it became a French colony under the name S'echelles. However, the name "Seychelles" was given by British and Republic of Seychelles was formed in 1933.

• 99% of 77,575 (1996 census) population is concentrated in Mahe, Pralin and La Digue. 90% are Roman Catholics. The literacy rate is 58%. Culture is a unique blend of diverse ethnicities such as African, French, SW Indian, Cantonese etc., and main languages spoken are Creole, French and English.

• The climate is typically Mediterranean, with the temperature

ranging between 24-30 degree celcius throughout the year. Rainfall takes place between December & March.

- Currency is Seychelles rupees.

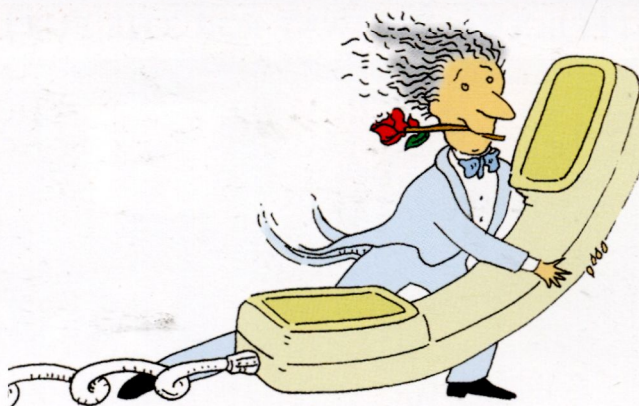




US PARTICIPATION IN INDIAN TELECOM

Bharti Enterprises, jointly with FICCI, organised an interactive session "US participation in the Indian telecom sector" on Friday, 27th March 1998 at Hotel Maurya Sheraton, New Delhi. H.E. Mr. Richard F. Celeste, Ambassador of USA to India was the Guest of Honour at the Seminar which was attended by a large section of the Indian telecom community as well as the top US telecom companies having interests in telecom projects in India.

The seminar was organised with a view to invite larger participation from the US telecom companies in India. The event received extensive press coverage.



THE FUTURE SENSATIONS ARE HERE

The February of 1998 witnessed a series of country-wide launches for our all new Euroset and Emerald series of phones. Starting from New Delhi, the launches continued in quick succession at Mumbai, Bangalore, Kochi, Chennai, Hyderabad and Calcutta.



▲ Detecon officials enjoying an elephant ride in front of White House, the Bharti Telenet office at Electronic Complex, Pardeshipura, Indore.



S N I P

Siemens' Fashion Show

In Delhi, the inauguration of the Siemens fashion show took place on February 6 1998, at the New Delhi Hilton, amidst a spectacular extravaganza of light and music. Speaking on this occasion, Mr. I.B. Mehra, Director Operations, Siemens Telecom Ltd., informed that the splendour, style, smooth performance and, above all, the cost of these phones will dramatically change the present structure of the Indian telephone market. The fashion show, choreographed by Rashmi Virmani, portrayed the simili between the clothes and the phones - both express the users thoughts, emotions, moods and state of mind. The function was also graced by Mr. Rajan B. Mittal, MD, STL.



AWARDS AT AIRTEL 1997



NAME	Mr. Mohammed Yaqoob
DEPT	Billing
AWARD	Excellence
DESCRIPTION	Streamlined the Mailing & Bill Despatch System
NAME	Mr. Deepak Bhatia
DEPT	Customer Care
AWARD	Special
DESCRIPTION	Mastered himself in almost all the functions of every handset available with Airtel
NAME	Mr. Sonu Singh Gurung
DEPT	Customer Care
AWARD	Special
DESCRIPTION	Exceptionally high number of activations done in two continuous shifts.
NAME	Mr. Munish Kanotra
DEPT	Marketing
AWARD	Special
DESCRIPTION	Consistent Output going beyond expected work output
NAME	Ms. Poonam Manglani
DEPT	Sales
AWARD	Excellence
DESCRIPTION	Compiled the sales distribution manual

The Secret of getting ahead is getting started.

The secret of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.

-Mark Twain



Seen in the picture are : (L to R) Mr. A.K. Chaudhri, Mr. A.V. Gokak, Mr. Sunil Bharti Mittal

SPECTRUM MANAGEMENT FOR 21ST CENTURY- FICCI

A national seminar on "Spectrum Management for 21st Century" was organised by FICCI on 2nd March, 1998 at New Delhi to take up several vexatious issues being faced in the areas of frequency spectrum by the telecom industry. The seminar, inaugurated by Mr. A.V. Gokak, Chairman, Telecom Commission, was attended by senior officers from All India Radio, Police, Railways, Planning Commission and the representatives of the Telecom Industry. Mr. Sunil Bharti Mittal, Chairman, Telecom Committee, FICCI delivered the Welcome & Theme address at the seminar.

Excellence
is when a man
asks of himself more
than others do.

WISITEX'98 EXHIBITION

Airtel participated in WISITEX '98, held at Pragati Maidan from 5th February-9th February, 1998. The exhibition was inaugurated on February 5th, at 4 p.m and was well attended.

P E T S

SIEMENS MOVIE VERDICT

All roads led to Hotel Taj Palace on the evening of April 12, 1998 for Siemens Movie Verdict '98. With about 500 invitees and 150 celebrities backed by a unit of 240 people, this was the first time that Delhi on its own had gone ahead and recognised the talent of the filmworld, both Indian and English. The evening saw the best of Hollywood & Bollywood, people from the world of art and even cricket come together on the stage to be honoured by the who's who of the Indian glitterati. The heads of Warner Brothers, Tristar Columbia, 20th Century Fox, Modi Entertainment came down from Mumbai to receive various awards. In between the award ceremony, the audience was enthralled by scintillating performances by Shweta Shetty, Shaan & Sagarika, Shiamak Davar and a Russian Ballet. Adding a touch of glamour were some from the Indian modelling world, Anu Ahuja, Suman Ranganathan, Ruchi Lakhanpal among others.

The show folded with Mr. Kishore Bhai of Tribhuvan Das Zhaveri handing over a donation of Rupees Five Lacs to Ms. Smita Thakrey on behalf of Mukti.

The following awards were presented on the occasion :

Indian Film Category

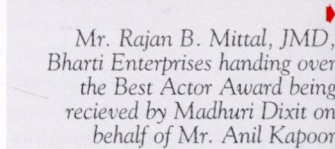
AWARD	WINNER
Best Costume Designer	Manish Malhotra for 'Dil To Pagal Hai'
Best Choreographer	Shiamak Davar for 'Dil To Pagal Hai'
Best Supporting Actress	Karishma Kapoor for 'Dil To Pagal Hai'
Best Supporting Actor	Akshay Kumar for 'Dil To Pagal Hai'
Best Director	J.P. Dutta for 'Border'
Best Film	'Dil To Pagal Hai'
Best Actress	Madhuri Dixit for 'Dil To Pagal Hai'
Best Actor	Anil Kapoor for 'Viraasat'
Best Music Director	Anu Malik for 'Border'
Best Female Playback Singer	Kavita Krishnamurti for 'Pardes'
Best Male Playback Singer	Sonu Nigam for 'Border'
Best Female Newcomer	Pooja Batra for 'Viraasat'
Best Male Newcomer	Apoorva Agnihotri for 'Pardes'



▲ "Quality Circle UTTAM, which was adjudged the best Quality Circle in an internal competition of quality Circles held on 7/2/98 at Ludhiana



Mr. Sunil Bharti Mittal, CMD, Bharti Enterprises giving away the Best Actress Award to Ms. Madhuri Dixit for Dil To Pagal Hai



Mr. Rajan B. Mittal, JMD, Bharti Enterprises handing over the Best Actor Award being received by Madhuri Dixit on behalf of Mr. Anil Kapoor

ENGLISH FILM CATEGORY

AWARD	WINNER
Best Music Score	MIB Columbia
Best Director	John Woo for Face Off
Best Film	FaceOff
Best Actress	Judie Foster for Contact
Best Actor	Tom Cruise for Jerry Maguire



As a part of Bharti's commitment to provide the best of technologies to the customer, a brand new facility called CENTRE FOR EXCELLENCE has come up at Gurgaon. This 70,000 sq. ft. complex (beside the admin. offices and utilities area) consists of the following:

- Most modern state-of-the art SMT (Surface Mount Technology) facility which, in Phase I, is equipped to produce 1.5 million telephone PCB's assembly. The SMT line uses

- a Glue Paste/Solder Printing unit from DEK
- a Clip Shooter from Philips
- a Fine Pitch Placer from Philips and
- a Reflow Oven from Heller.

All the relevant quality control and inspection equipment from world's best suppliers are in place.

- A well-equipped design and development centre which has the capability to design telephone circuits for any specifications. The centre also co-ordinates with outside agencies for product development. We have an agreement with SCL under a Govt. of India sponsored project for the development of circuitry for Single Chip Telephones. Similarly a contract has been signed with Random Product Design, a UK based industrial design house, for development of Beitel

CENTRE FOR EXCELLENCE



Newly commissioned SMT Lines

Millennium Services Telephones. In this case, while Random will design the exteriors, the design group of CfE will be responsible for circuit development and the end product.

- The Centre will also provide thrust to the export activities by consolidating our posi-

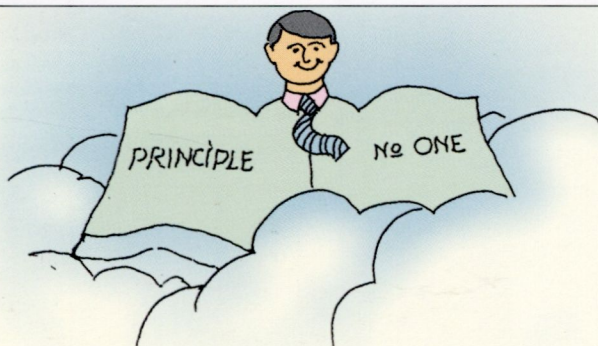


Inspection of Solder Paste height in progress

tion in the existing foreign markets as well as exploring new frontiers.

- It has also been decided to shift the existing telephone manufacturing facilities at Udyog Vihar, Gurgaon to the Centre for Excellence. Further, the head quarters of Bharti Comtel will also be shifted to CfE.

- The Centre for Excellence marks the beginning of a new era of multiple designs of telephone instruments with state-of-the-art SMT technology to provide variety of quality instruments to our customers.



PERSONAL EFFICIENCY SYSTEMS

Plan First : Spend time planning and organizing, time used to think and plan is time well spent. Organize things your way.

Set Goals : Goals give your life and the way you spend your time, direction. Set goals which are specific, measurable, realistic and achievable.

Optimum Goals : Goals which cause you to "Stretch" but not "break" as you try to achieve them.

Prioritize : 80% of rewards come from 20% efforts. Prioritizing is to identify and to isolate those 20% and concentrating on them.

Be flexible : Allow time for interruptions and distractions. Plan 50 % of your time and leave rest of the time to handle interruptions

and unplanned emergencies. Save large blocks of time for your priorities.

Be effective : Doing the right things is effectiveness, doing things right is efficiency. Focus on the effectiveness first and then on efficiency. Doing right things -right will help you to be on the top in your chosen field.

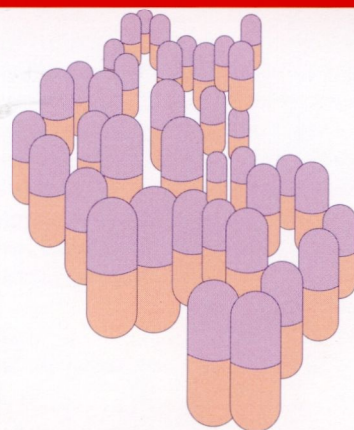
Conquer Procrastination : Break the job you fear to do into smaller jobs and just do smaller tasks one at a time.

Learn when to say "No"

Reward yourself : when you have achieved what you have been striving for.

• Sachin Kapoor
(G.E.T switch)

TOWARDS NEW HORIZONS



With an increase in the installed capacity of the production facilities to 4500 million capsules this year, Healthcare today presents a picture of new hope and excitement.

The target for 98-99 is 4366 million capsules which is an increase of approx 66% over the past year & the sales target has been fixed at over 29 crores.

Exports is the buzz word today at Healthcare- with an export target of 600 million capsules. The marketing division is focussing on countries like Sri Lanka, Cyprus, Bangladesh, Iran, Syria & many other South East Asian countries.



BHARTI DURA-LINE LTD

Jalaj Anand Mgr-F&A (Delhi)
Rajesh Raina Sr Engr-Tech. Supp.

BHARTI TELNET LTD, M.P.

R.K. Babbar GM-Proj. (Bhopal HO)
Ajit Kr. Rath AM Sys (Bhopal HO)
Amitabh Prasad Dy. Mgr (Bhopal HO)
Rahul Shekhar Sr. Eng. (Indore)
R.K. Panda DGM-HRD (Indore)
Feroz Shah AVP-Mktg (Bhopal)
Sunil Ahi Dy. Mgr-Sale (Bhopal)
Vineet Nigam AM-Access (Bhopal)
Tipas Kr. Ghosh Mgr-Tech (Bhopal)
Shambhu Kumar AM-Backbone (Bhopal)
Rishi Asnani Sr. Engr-Switch (Bhopal)
G. S. Reddy Asst. Mgr-CC (Bhopal)
Manoj Shrivastava Mgr.-Systems (Indore)
Rajesh Matkar Sr. Exec.-Systems (Indore)
Geetesh Madhavan Sr. Exec.-F&A (Indore)
Tarlok Singh Sr. Engr.-Switch (Indore)
Sanjay Sharma Sr. Exec.-HRD (Bhopal)

BHARTI CELLULAR LTD

Ravi Kathuria Mgr-Customer Care
R. Murlidharan Dy. Mgr-Transmission
Manmeet Singh Asst. Mgr.-Cust. Hotline
Aniljit Singh G.M.- Mktg.
Ashish Chaturvedi Dy. Mgr.- Matls.

BHARTI BT LTD

K Ganesh CEO (Bangalore)
Parag Kasture Mgr-Tech.
G. Moses
Mathuram Accounts-Mgr (Delhi)

TELECOM SEYCHELLES LTD

T.K. Anand Kr. GM-Network Operations
Kaushik D. Gohel A.M.-Radio
Chhatradhari Sr. Eng-Switch
Sanjeev Kumar Dy. Mgr-Radio

SIEMENS TELECOM LTD

S.R. Choudhary R.S.M (Calcutta)

CENTRE FOR EXCELLENCE

Rajneesh Jain Manager-F&A

G-TEL

Narsingh Naik Sr. Exe. Engr.-EDP
U.R. Kamat Mgr-P&A

BHARTI TELECOM LTD

Alok Kr. Gupta Jt. GM-Projects

KNOWLEDGE MANAGEMENT/LEARNING ORGANISATION

THINK ABOUT IT

"Successful companies will be those that consistently create new knowledge, disseminate it widely throughout the organisation, and quickly embody it in new products, practices and technologies"

- IKUJIRO NONAKA

"We are moving from the Industrial age to the Information age, whoever nurtures Intellectual Capital will survive"

- LARRY PRUSAK, IBM

"The information revolution has changed wealth. Intellectual capital is far more important than money"

- WALTER WRISTON

"Learning faster than your competitors is your only source of competitive advantage"

- ARIE DE GEUS, SHELL OIL

"There's only one corner of the universe you can be certain of improving, and that's your own self"

- ALDOUS HUXLEY

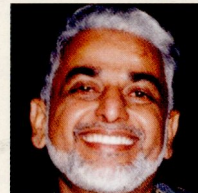
...and finally, 'Improvement begins with 'I'

P R O F I L E S



K. GANESH, Chief Executive Officer,
Bharti BT Limited

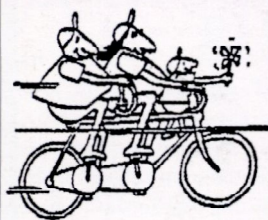
- A Delhite by birth
- Engineering graduate from DCE, Delhi and then Management studies at IIM, Calcutta
- Won the Bank of America scholarship
- Had a major stint with HCL and then went on to co-promote IT&T, an IT company
- Joined Bharti-BT in Jan 1998
- Loves Tennis and Cricket
- Avid Listener of Hindi Classical Music, keen watcher of Suspense and Thriller movies
- An academician at heart - visiting faculty at IIM, Jamanlal Bajaj & IMT
- Lives in Bangalore with his wife, daughter and mother
- Major challenge in life as "Keeping weight down to 75 Kgs. whereas he is 85 today".
- Management Philosophy - Lee Iacocca's principle "Either you lead me or you follow me or get out of the way - you are a roadblock"
- Major weakness - Sweet and chocolates
- Major strengths - Has a positive attitude and a good motivator



N. MANJUNATH, Chief Executive Officer,
Telecom Seychelles Limited

- Graduate in Economics from Mysore University
- Has more than 20 years of varied experience in areas such as FMCG, Services, Branded Lifestyle goods and Entertainment.
- Calls himself as the "Eternal Optimist", has a positive approach to life and believes in the inherent goodness of people.
- A keen traveller, has a ear for any music that sounds pleasing at that moment.
- Follows Tennis regularly, Boris Becker is his favourite
- Someday plans to write a book, preferably on little known parts of Indian history
- He would want to do his bit for the Girl-child
- He is a family man and very fond of his only daughter
- His major challenge would be to build a World class organisation for and on behalf of Bharti
- Likes to be called "Manju"

WORKING TOGETHER WORKS

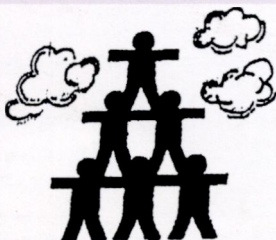


Every team-whether in work or in play situations-is like a family and as they say, the family is like a chariot with two wheels. If one wheel breaks down, the chariot overturns. If one wheel slows down, the chariot changes its direction. If one wheel gets jammed, the chariot starts going around in a circle.

That is what working together is all about-equality of sacrifice to make things work.

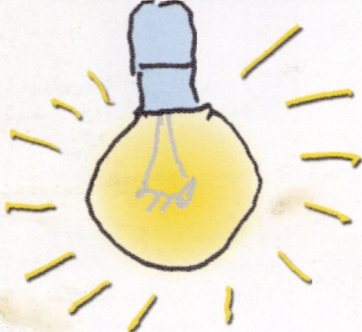
There is no limit to what a man can do, as long as he does not mind who takes the credit. Team building works. Build a core ground around yourself. As American billionaire oil tycoon J. Paul Getty calls them "men with the millionaire mentality" are people who are "forward thinking, cost conscious and profit-oriented" and they would build teams around themselves. It sure will become a pyramid reaching for the moon!

(Courtesy: Pramod Batra's Mgt. Thoughts)



If you don't risk anything,
you risk even more

SHARE YOUR BRIGHT IDEAS...



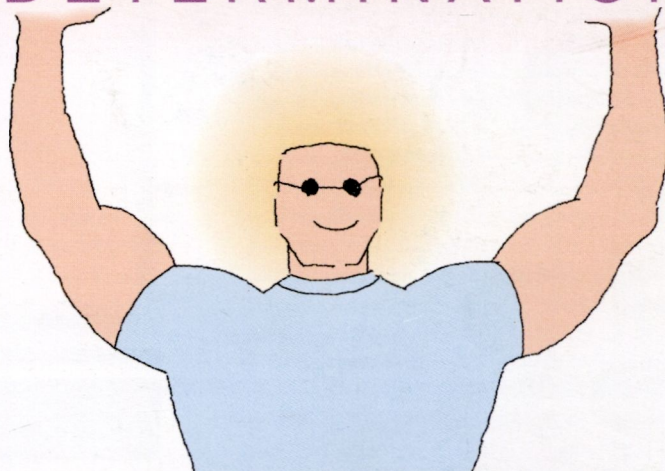
Bharti Today is our newsletter. It's a forum for everyone in the Bharti family to communicate in an informal manner. It also aims to share, with our colleagues and families, information about the environment we work in. Your contributions and feedback are invaluable for enriching Bharti Today.

So... send in your contributions to Debjani Chakraborty/Anupama Khanna, at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Old Mehrauli Road, New Delhi 110 030

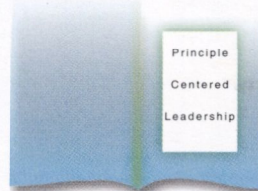
Most people
give up just when they are
about to achieve success.
They quit on the one yard line.
They give up at the last minute
of the game,

One foot
from the winning touch down.
The determination must be to
never allow your energy or
enthusiasm to be dampened by
any discouragement

DETERMINATION



BOOK REVIEW



PRINCIPLE CENTERED LEADERSHIP

Stephen R. Covey is no stranger to the world of Management. After his much acclaimed and successful book on "The Seven Habits of Highly effective People" his latest work titled "Principle-centred Leadership" has also caught the attention of the business world. In this book, Covey provides an Empowering Philosophy for the life that is also the best guarantee of success in Business a perfect blend of wisdom, compassion and practical experience. His deliberate integration of life and principles leads in squaring inner thought and outward behaviour, resulting in personal as well as personal integrity.

The contents of "principle...." are broken down into short topical chapters and the book is amply demonstrative of Covey's simple and lucid style of writing. Published in paperback, this book is a must - read for all managers in the competitive business world today.

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