

BHARTI TODAY



Mr. David Clarke, Director-Asia Pacific, BT & Mr. Sunil Bharti Mittal, CMD, Bharti Enterprises, signing up for Bharti BT Internet Ltd. (Standing L to R) Mr. Anon Seth, MD, BT Worldwide; Mr. Raj Kanthan, Director-Business Development, India, BT; Mr. N. Arjun, Director-Operations, BBIL; Mr. Akhil Gupta, Director-Corporate Affairs, B.E.

Setting a benchmark in **CYBERSPACE**

On the 10th of September, 1998, Bharti Enterprises added another feather to its cap by signing up a third joint venture, with British Telecom—one of the world's largest telecom companies. The new company, Bharti BT Internet Ltd. (BBIL) intends to cater to India's growth intensive Internet and multimedia market. The company will provide a range of products and services including dial-up access to the Internet via PSTN, ISDN and leased lines. Value added services such as e-mail, web access, basic web hosting, Intranets, virtual private

networks, roaming, complex web hosting and e-commerce services will also be provided to the consumer. The new venture will strengthen Bharti's relationship with BT and will combine BT's experience and superior track record in International telecommunication services with Bharti Enterprises' local expertise in the Indian telecommunication market. In Mr. Sunil Bharti Mittal's words, "the company is all set to be the benchmark for a successful and dynamic Internet business in India."

Business Leader in the 21st Century

At a recent function held nationwide by Centre for Change Management to felicitate leaders in the industry, Mr. Sunil Bharti Mittal, Chairman and Group Managing Director of Bharti Enterprises, was honoured as the Business Leader in the 21st Century. Leading industrialists like Adi Godrej, Kumaramangalam Birla, Anil Ambani and Mukesh Ambani have also received the prestigious award this year. The Business Leader in the 21st Century award is a recognition of the pioneering work of Mr. Sunil Bharti



Mittal and Bharti Enterprises in every segment of telecommunications. From providing world class telecom products and services, to strengthening high-tech capabilities through

strong alliances with leading and renowned world players in the telecom sector today, Bharti has earned the reputation of being a leader. The present award along with past ones like the Techies '97 award, are inspirations to strive and achieve more laurels in the future.

Yet another milestone!

The historic first long distance call in India made between Bhopal and Indore on India's first ever private telephone network with the launch of AirTel Telephone Service in Bhopal.

Details inside.

INTELLIGENT EDGE

Oct .12, 1998... AirTel, Delhi's largest cellular service, launched the Intelligent Network Platform in alliance with Ericsson, thus introducing Enhanced Full Rate Coding (EFR) and expansion of network. This will bring about a new era in cellular technology.

The IN Platform is a software backbone, which permits integration of various elements of the network to provide quick and effective solutions. Its standard features include Virtual Private Network, Toll Free Numbers, Location Dependent Charging, Calling Card Facilities and Advanced Customisation of Services.

The EFR coding is the first major breakthrough in speech

quality. It filters out background noise and ensures better accuracy, allowing better reproduction of non-voice signals.

The IN platform has in-built flexibility to allow pre-paid subscribers to shift to a regular connection and vice-versa. It also provides subscribers seamless mobile coverage and even allows the user to access company intranet and internet, using a laptop and a mobile phone.

Apart from this, subscribers can avail of value added services like Short Message Service, Personalised Fax and e-mail. AirTel is proud to offer these services to its prized customers and hopes to bring many more in the future.



TELECOM SEYCHELLES - at a glance

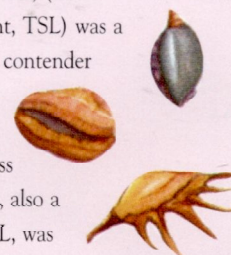
- Mr. Rajan B. Mittal along with Mr. Hemant Sachdev and Mr. Viresh Dayal visited TSL in Aug. '98 for a business overview. Addressing the TSL team, Mr. Rajan B. Mittal congratulated them for their hard work



TSL office, Seychelles.

- The contest for Miss Seychelles, 1998 was recently held at Mahe.

Lynn Sophola, (sales department, TSL) was a very close contender for the title. The former Miss Seychelles, also a part of TSL, was present at the event to hand over the crown to the winner



- Mr. Sanjeev Kumar (Manager, Earth Station) became the first Indian expatriate to play for the Seychelles' national cricket team. He represented the country for a tournament at Mauritius. Mr. Pradeep Bhardwaj (Manager, Switch) is also a part of the Seychelles national cricket team

Keep it up!

Celebrating its HEALTHY INCEPTION!

Bharti Healthcare Ltd. celebrated its first ever Annual Day on 2nd Sept. '98. The occasion was graced by Mr. Rakesh B. Mittal, Mr. Rajan B. Mittal, Mr. K.L. Jain, Mr. G.K. Aggarwal, Mr. V. J. Prakash, Mr. S.L. Chawla, Mr. H.S. Manhas and many others.

The celebration began with a hawan which was followed by a vivacious entertainment programme presented by the employees.



(From L to R) Mr. Rakesh B. Mittal, Mr. A.C. Srivastava (CEO) and Mr. K.L. Jain participating in the Bharti Healthcare Annual Day puja.



Mr. Rajan Bharti Mittal speaking on the Annual Day of Bharti Healthcare.

All employees were felicitated with silver coins for achieving set targets of 2,500 lac capsules for Aug. '98. After the presentations, Mr. Rakesh B. Mittal, Mr. Rajan B. Mittal and Mr. K.L. Jain addressed the BHL employees and congratulated them for the excellent work carried out by them over the years. Mr. A.C. Srivastava, CEO of BHL, also took the opportunity to thank the guests and congratulate the employees for the good work. The ceremony was followed by lunch.

The whole event at BHL was an absolute success, touching the hearts of every one present at the event.

Blowing SUCCESS

On 11th Sept., 1998, at the Army Head Quarters, New Delhi, Bharti Dura-Line Ltd. successfully demonstrated the "Blowing Technique". This technique is used for installation of optic fibre cables into Silicore™ HDPE



Mr. Rakesh B. Mittal speaking to top Army officials

Telecom Ducts for providing a vital link in enhancing army communication infrastructure in Delhi. The event was witnessed by all senior army officials, Directors of Telecommunication Consultant India Ltd., senior members of Multinational establishments, top executives from various Private Basic Telephone Services, senior



The technology edge - Cable Blowing

officials of Rites Ltd. and many others.

This new blowing technology will enable Bharti Dura-Line to install cables at an average speed of 50 mtr./minute. Bharti Dura-Line is proud to be the first and the only company in India to provide permanently lubricated Silicore™ HDPE Ducts which are easy to install, economical, easy to maintain and long lasting. Bharti has a state-of-the-art plant in Goa, enabling it to manufacture 7,500 kms of Silicore™ HDPE Ducts every year.

Celebrating First Time



The Bharti Dura-Line Team performing the puja.

Bharti Dura-Line's first annual day was celebrated with a lot of fun and festivity on 7th Oct., 1998 at the Goa factory. Apart from a traditional puja ceremony held to mark the

auspicious occasion, prizes were awarded to members for their excellence at work in various fields.

This world class manufacturing unit of Dura-Line was set up at Goa in a record time of 8 months. The factory has a permanent Demonstration Centre for Blowing of Optic Fibre Cables into Silicore™ HDPE Ducts and aims to achieve the ISO-9002 certification by mid 1999.



Mr. Rakesh B. Mittal addressing the members of Bharti Dura-Line on the occasion of its first annual day celebration

Dussehra Celebrations at KULLU

The valley of Kullu was abuzz with people from all over the country, participating in Dusshera celebrations, which took place from the 1st to the 7th of October, 1998. The festival cum fair, which was inaugurated by the Governor, Ms. Rama Devi, was an excellent opportunity for AirTel to reach out and create awareness about the ever growing cellular network in the state. Along with AirTel, companies from all over the country had set up their stalls at the fair. AirTel announced a special offer, giving away a Parker pen free with every connection made on the spot. The Home Minister, Mr. L.K. Advani was present at the closing ceremony. The festival was a complete success, enabling AirTel to close a number of sales during the entire event.




AirTel stall in Kullu

TAKING VALUE A STEP FURTHER

Designed after extensive market research, AirTel, India's premier cellular service recently launched the Double Value Plan. The Double Value Plan offers a subscriber low rates on incoming calls. The plan gives the freedom to receive all incoming calls at half the rates i.e. Rs. 6 for peak hours, Rs. 4 for standard hours and Rs. 2 for off-peak hours. What's more, Sundays and National holidays being off-peak hours, all incoming calls attract a low rate of Rs. 2 throughout the day. This plan is particularly useful to cellphone users who receive a large number of incoming calls.





DOORIYAN NAZDIKIYAAN BANI

India's First Long Distance Call On India's First Private Telephone Service

Bharti Telenet added another chapter in the history of Indian telecommunication with the inauguration of its own backbone network to carry out long distance calls with the launch of AirTel Telephone Service in Bhopal.

The Honourable Governor of Madhya Pradesh, Dr. Bhai Mahavir, inaugurated the AirTel Telephone Service in Bhopal. Mr. Digvijay Singh, Chief Minister, Madhya Pradesh, launched AirTel's advanced services.

After the successful launch in Indore, Pithampur and Dewas, AirTel has expanded its services to Bhopal and Mandideep, with a planned investment of Rs. 4,000 crores over the entire state of Madhya Pradesh. Soon, AirTel services will be launched in Raipur, Gwalior and Jabalpur. AirTel telephone service will have an initial capacity of 2,25,000 lines covering 30 towns and cities of the state.

The 197 km long Bhopal-Indore transmission backbone is part of the 3,000 km long world class fibre optic network that will cover the entire state. At Bhopal, AirTel will initially offer 20,000 lines supported by one MSU, 4 BTS, 3 RSUs, 1 LSU, 3 Digital Loop Carriers and 20 kms of optic fibre loop to cover the entire local area of Bhopal.

Col. Ajay Mushran,
Minister of Finance made
the first long distance call
to Indore from Bhopal. A
truly historic occasion!

With the launch of AirTel at Bhopal, customers will enjoy a range of advanced telecom services such as Tele-meeting, High Speed Internet Access, Multi-subscriber Access and Video-conferencing.



History in the making - Chief Minister Mr. Digvijay Singh making a call.



Inauguration of MSU by the Honourable Governor of Madhya Pradesh, Dr. Bhai Mahavir.



Inauguration of AirTel Connect in Bhopal - Mr. B.D. Kharana, Mr. Sunil B. Mittal, Ms. Deepti Bhatnagar, Mr. Shiamak Davar, Mr. Rahul Dev, Ms. Anupama Verma, Mr. Rakesh B. Mittal, Mr. Rajan B. Mittal.

Mixing business with pleasure



Fashion show by Rashmi Virmani

AirTel's launch in Bhopal was celebrated with a grand fashion show organised by Rashmi Virmani and compered by Aly Khan and Deepti Bhatnagar, in an evening of fun and entertainment. A number of top models participated in the show. Shiamak Davar, the ace choreographer with his lively troupe of dancers, set feet tapping with the renderings of the latest chart-busters. All in all, it was a moment to remember.



Shiamak Davar performing with his troupe.

Indore goes Green! AirTel Telephone service took a step towards making Indore greener. Chief Minister Mr. Digvijay Singh planted the first sapling to promote this environment friendly campaign sponsored by AirTel in M.P.

Diwali Hungama

With the onset of Deepawali, AirTel played the perfect harbinger as it lit up the cities of Indore and Bhopal amidst the festival of lights. This time AirTel unveiled its Diwali Hungama package that was more explosive than the other firecrackers. The supersaver Talk Value and Talk Free schemes launched had the populace defer their purchases for this limited offer. With newspaper advertisements, banners, stickers etc. creating the needed hype for the Hungama, 2121 (Customer Care) and the sales team worked round the clock for 'The Better Connection'. The 'AirTel Roadshow' provided to the crowd's delight, the perfect opportunity to dance to foot tapping music.

The 'Roaming' HOLIDAY

AirTel, India's premier cellular service has added a new dimension in Himachal Pradesh, one of the most preferred tourist spots in India. Recently it introduced the Auto Roaming facility for AirTel subscribers, giving them the advantage of being connected with the world while on holiday.

With AirTel's Automatic Roaming facility going on-line, Himachal Pradesh has become the first holiday haven to offer world class convenience to 'mobile' tourists. This service is available in Shimla, Dalli, Chail, Kufri, Theog, Naldera, Kullu, Manali, Parwanoo, Baddi, Barotivala, Barog, Solan, and Kasauli.

Bharti Dura-Line organised a "Customer Meet" at their Goa factory on 7th Oct., 1998. This meet was well attended by customers from various fields of telecommunications. Presentations were made by experts from Dura-Line Corp., USA and Plumettaz SA, Switzerland, which was followed by an entertainment programme and dinner. This event helped Bharti Dura-Line increase its customers' faith in us.

Rendezvous
at **GOA**

IT-FOR THE NEXT MILLENNIUM On 21st August, 1998 FICCI organised a National Seminar on "Telecommunication and Information Technology for the Next Millennium" at New Delhi. The seminar was attended by business leaders, captains from IT and telecom industries, top officials from government and private sectors. Seen in the picture are (from L to R) : Mr. Sunil Bharti Mittal delivering the welcome address, Dr. Amit Mitra, FICCI; Mr. Arun Seth, BT; Mr. Vinay Rai, Usha India; Mr. A.V. Gokak, the then Chairman, Telecom Commission; Dr. M.G.K. Menon, Co-Chairman, National Task Force on IT and Dr. Peter Cochrane, BT.



'Telecommunication and IT' Seminar at FICCI Auditorium.

INDIA INFRASTRUCTURE SUMMIT

"India Infrastructure Summit" was organised by World Economic Development Congress on 30th September, 1998 at Washington DC, USA. The Government was represented by Union Ministers for Communications, Information & Broadcasting, Industry, Surface Transport, and senior government officials. Mr. Sunil B. Mittal, Chairman, FICCI Telecom Committee represented the telecom industry in the private sector. (Seen in picture at the Summit-Mrs. Sushma Swaraj, the then Union Minister for Communications, Information & Broadcasting, now the Chief Minister of Delhi, and Mr. Sunil B. Mittal)



"India Infrastructure Summit" at Washington DC, USA

Talking
Theatre!

AirTel sponsored a 150 star-cast play 'Les Miserables' on October 9 '98 at the India Habitat Centre. The audience had only good words for the play and hoped for many such AirTel treats in future.

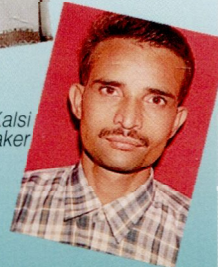
EXCEEDING EXCELLENCE

Tool Room department at Bharti Telecom Limited, Ludhiana, developed a process to manufacture Key Board Assembly Jigs for assembly of keyboards with Grid Pitch variance in both planes. The manufacturing of these jigs requires very complex processes involving machining in multiple axis of very narrow and deep profiles with very close tolerances. This project was undertaken by Mr. Barinder Singh (Asstt.Engg.) and Mr. Mohanlal Kalsi (Sr. Tool maker) and was completed successfully in two months time.



Barinder Singh
Asstt. Engg. Tool
Rooms

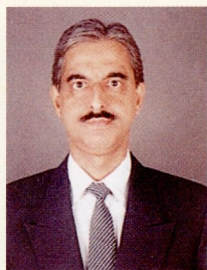
Mohanlal Kalsi
Sr. Tool Maker



On the Information Highway.

Bharti BT recently bagged a contract to deploy a 700 site V-SAT network, for the Highway Automation Project being implemented in Hyderabad. The project, which is to cover major national highways and provide state-of-the-art global positioning service, will be covering a distance of 32,000 kms enabling vehicle owners to access information by logging onto their PC. This project is the first of its kind in India and another feather in Bharti BT's cap.

P E R S O N A E



ASHOK L. KESWANI
General Manager (Works)
Bharti Telecom Limited,
Ludhiana

Born on September 17, 1954 in Vrindaban, Ashok started his career as an Engineer Trainee with M/s Jefferson Bolts (India) Pvt. Ltd. in 1977. He has 21 years of varied experience in

industries like Glass, Steel, Electronics, Cold Forging, Metal Forming etc. He enjoys challenges/deadlines, good movies, reading, sports, good music i.e. ghazals and old songs, bhajans and meeting people. Ashok has a strong belief in the inherent goodness of mankind and blames environmental circumstances for all that is wrong. He welcomes change. He also believes in delegating and developing persons down the line.

He wants to create a vibrant organisation which is bubbling with energy, motivation and creativity where people would be proud of working. He also wants to build a culture of honesty where people can call a spade a spade.



VIJAY KIYAWAT.
Director Operations
Bharti Dura-Line Limited

Vijay Kiyawat loves his work and unwinds with nature and music. An ardent lover of nature, his only regret in moving from Bangalore to Delhi is having to leave behind his brilliant collection of plants. A Mechanical Engineer from IIT Kharagpur, Vijay started with Materials Management and worked for IBM and Sandvik at the early stages of his career. He moved to General Management and worked at Director level positions with the TATAs and Steel Tubes of India Group before he joined Bharti - a Group he respects for its position in the Indian industry and its overall professional attitude to business.



Capturing wild life - Mr. Kiyawat's favourite pastime.



SANJAY KAPOOR
Chief Operating Officer
Bharti Cellular Limited

Sanjay is 36 years old, MBTI, ESTJ; Commerce (Hons.) graduate from Delhi University and an MBA from Cranfield School Of

Management, U.K. Having started his career as a trainee with Shriram Group, Sanjay worked with Modi Xerox for the last 14 years. He loves watching television and has a weakness for good food, music and travelling. He is an active sports person and enjoys playing cricket, snooker and basketball. He loves trekking and mountaineering as well and believes they are the best ways to unwind. He also enjoys meeting new people and has friends in over 50 countries across the world. He believes that if you make mistakes today and learn, the future will be less expensive. Immediate task: "To make a difference at BCL by being different at what I do."

WELCOME ABOARD

BHARTI CELLULAR LTD.

Deepak Gulati, VP Sales
Dhruv Jain, Mgr. Risk & Credit Mgmt.
Sandeep Sahni, Telesales Manager
Sanjay Jha, Systems Manager

BHARTI TELECOM LTD. - LUDHIANA

Ashok Keswani, General Manager (Works)

BHARTI BT LTD.

Prasad Suvarna, Technical Manager (Ops.)
Rakesh Vaidya, Regional Manager (Sales)
R. Chikara, Accounts Manager (Sales)
V.S. Iyer, Regional Manager (Sales)

SIEMENS TELECOM LTD.

Alok Mathur, Manager Sales (Indore)
Bhawna Khanna, Mgr. Customer Care (Mumbai)
Mandar Vaidya, Sr. Engr. (Mumbai) (CS)
Nandita Dutta, Area Sales Manager (Mumbai)
Riyaz Masurekar, Area Sales Manager (Mumbai)

BHARTI HEALTHCARE LTD.

Madhav Saxena, Dy. Mgr. (Communication)

TELECOM (SEYCHELLES) LTD.

Gail Jumeau, P.R. Manager
Rajat Mathur, Manager-HR & Training

BHARTI BT INTERNET LTD.

Rajeev Luthra, Zonal Manager (Sales)

BHARTI TELENET LTD. - HP

Sanjeev Sharma, Sr. Exec. (Credit Control)

BHARTI TELENET LTD. - MP

Anup Sahai, DGM-Sales (Indore) (Sales & Marketing)
Anupinder Singh, Sr. Exec. (Indore) (Cust.Care)
Anurag Shrivastava, Dy. Mgr. (Bhopal) (Access.)
Ajay Agarwal, V.P. (Bhopal H.O.) (Finance)
A. Shrivastava, Sr. Engr. (Bhopal R.O.) (Cust.Care)
Ashish Bahukhandi, Z.S.M. (Gwalior) (Sales)
B.K.S. Prasad, Dy. Mgr. (Bhopal) (O&M)
Gajendra V, Dy. Mgr. (Bhopal) (F&A)
Manish Singh, Asstt. Mgr. (Indore) (F&A)
Padmaja Sampat, Sr. Mgr. (Bhopal H.O.) (N.Dev.)
Parag Bhatnagar, Dy. Mgr. (Bhopal) (O&M)
Rahul Khanna, Dy. Mgr. (Bhopal H.O.) (Cust.Care)
Rahul Mehta, G.M. (Bhopal H.O.) (Sales)
Rakesh Mohan, Sr. Engr. (Bhopal R.O.) (Access.)
Rakesh Shalla, Sr. Mgr. (Bhopal) (Sales)
Ram K. Bhargava, Asstt.Mgr. (Bhopal) (HRD)
Sandeep Saxena, Dy. Mgr. (Bhopal) (F&A)
Sanjay Dakwale, Manager (Bhopal) (C.S.)
Sanjay Jain, Sr. Mgr. (Gwalior) (F&A)
Sanjay Khosla, Sr. Exec. (Bhopal R.O.) (Sales)
Sanjib Swain, Dy.G.M. (Raipur) (Mktg.)
S. Shrivastava, Dy. Mgr. (Bhopal R.O.) (Project)
Sudhir K. Bhadauriya, Sr. Exec. (Gwalior) (Sales)
Sunil Kaura, Sr. Exec. (Bhopal) (Matls.)
T. Chempoty, Asstt. Mgr. (Bhopal R.O.) (Project)
Yeshthilak, Sr. Mgr. (Bhopal) (Sales)

The 1st Bharti Scholar

Bharti Enterprises has instituted the Bharti Scholar (Telecom) Scheme in reputed Engineering Colleges across the country, a scholarship aimed at assisting one meritorious but needy student with financial support for the entire duration of 4 years of engineering studies.

The first of such talents, Mr. Kiran Prakash Herekar, studying in his first year of Electronics and Telecommunications has been selected in the academic year 1998 from Goa Engineering College, Farmagudi. Kiran's father is an agriculturist while his mother works in a local co-operative society. Kiran, despite financial difficulties at times, has always pursued his studies with earnest, completing them creditably in most instances. However, he remains grateful to Bharti for having provided him with the opportunity to fulfil his dreams of becoming an engineer in the near future. The scholarship would not only cover his tuition fees for the course of 4 years, but also all incidental expenses at college related to the curriculum.

Bharti, today feels proud to be associated with the noble cause and wishes Kiran all the best for the future.



Mr. K.P. Herekar

Telecom Buzz

1. Comet threatens satellites in November '98. ISRO, INTELSAT AND PANAMSAT prepare for the worst.
2. Telecom density crosses 2 for 100 in India.

Contributed by:
Sanjay Soni
Sr. Exec.- Finance
Bharti Tele-Ventures Ltd.



From vision to movement

Vision is the vivid picture one sees in one's mind's eye of a state of being, that is far beyond and above one's current situation. The picture is one of a highly desirable state of being for the Society.

Many times, such a **visionary** is deeply distressed by the prevailing state of affairs and starts imagining a state that is devoid of distress and is highly rewarding for the Society.

Example of this is the "I have a dream" speech of Martin Luther King, who was moved by the pathetic conditions of American blacks in the 60's. Likewise, Kenosuke Matsushita envisioned "improving the living standards of people through electronics" after constantly seeing Japanese house-wives in the post war period, struggling with heavy hand presses and the piles of clothes they had to press every day for the people of their family.

The vision becomes a shared vision when the visionary is able to make an inspiring articulation of this vivid vision and the people around him can recreate this picture in their own mind's eye.

When many such people have recreated this picture in their mind's eye, some get motivated by this picture and they join the visionary in trying to actualize this vision. We then have a **Movement**.

Think about it!

Contributed by:
V.J. Prakash
Exec. Dir. Bharti Comtel Ltd.

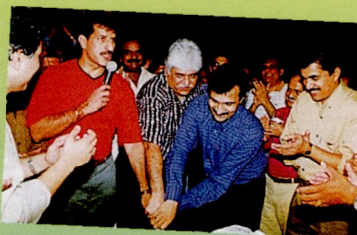
BUSINESS in Style

Siemens Telecom Limited held its first ever "All India Business Partner Meet" at the Taj Holiday Village and Fort Aguada Beach Resort, Goa from 5-7th October '98. The theme of the meet was "Together for Tomorrow" - providing the perfect forum for discussing the present market scenario, analysing the region-wise market requirements and need for new product development.

The evening had light Goan music to enlighten spirits with a sumptuous dinner to follow, creating the right ambience for all present to unwind. Mr. Rajan B. Mittal, Mr. Rakesh B. Mittal and Mr. I.B. Mehra were also present at the occasion.

October 6, 1998 saw a formal conference being organised at Fort Aguada Beach Resort, with Mr. Rajan B. Mittal and Mr. I.B. Mehra outlining plans for projects for new product development in the future. Star performers from all regions were also awarded for their overall performance, with Mr. B.K. Agarwal being adjudged the "All India Star Performer-'98".

To round up the event in style, Anamika performed live, enthraling the audience with her songs.



Airtel night at Annabelles!!!

AirTel subscribers got a unique chance to shake a leg at Annabelles. The event which was called "Thank God It's Wednesday" was in association with Cox & Kings, one of the premier travel agencies in India.



Share a thought!

If you have an interesting thought or anecdote please send in your contributions to Debjani Chakraborty/Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar) Mehrauli Road, New Delhi - 110030

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