

The in-house magazine of Bharti Enterprises

# bharti today

Vol. 8, Issue 2, 2004

## Forging Global Partnerships

### Highlights

- Bharti is one of Asia's Best Companies
- AirTel launches Total Freedom – "Aisi Azadi aur kahaan"
- Crisil assigns highest GVC rating to Bharti
- Bharti supports Going to School in India
- Rakesh Mittal takes over as Chairman CII (NR)





## Chairman's message to Team Bharti

Dear Colleagues,

The last few months have been extremely fast paced for us at Bharti. We have witnessed unprecedented growth in the mobility business, coupled with equally impressive results from our wire line business. In what was the most challenging year for the telecom industry, Bharti has once again demonstrated strong growth and has shown profits for the year 2003-04.

During the year, Bharti made significant progress towards its goal of being the preferred provider of telecom services. The Company signed a three-pronged agreement with **IBM** for the consolidation, transformation and management of comprehensive IT infrastructure, and for jointly developing IT and telecom solutions for the Indian market. For the management of its mobile network in 14 circles, Bharti entered into a partnership with **Ericsson**, and is well on course to enter into similar partnerships in the rest of its mobile circles with other vendors.

All these unprecedented moves, implemented in the interest of our customers, are sure to rewrite the rules of the telecom industry, not only in India, but also across the world. I believe that if we continue to innovate and run at the current pace, we would be well on our way to become the most admired telecom company in the world. I say this with a lot of conviction; post my visit to the GSMWorld Congress at Cannes this year. At the Congress, it was evident that telecom companies which have internalised and adopted the thought process – **Leadership through Speed & Innovation**, are the ones which have clearly taken the lead.

On the long-distance front, IndiaOne has done remarkably well. In just about 2 years since it started its operations, the Company has already crossed an annual turnover of Rs. 1,000 crores, a first for any Bharti Company. On the broadband and data front, Bharti has joined the international SEA-ME-WE-4 cable consortium. Looking at the manufacturing end, Bharti Teletech's strategic alliance with Atlinks to manufacture GE phones for global exports, reaffirms the old adage – *If you are the best, then the world comes to you.*

With so much promise and potential shown by all the businesses, the next big challenge for team Bharti is to clearly come out as a winner in delighting the customer. The only way to achieve this would be to first feel the pain of the customer, and then back it up by doing all the basics right, to make a difference in his/her life.

This entire process is very addictive... the onus lies on each one of us to spread it all around. In fact, adoption of a customer-centric approach, complimented by high employee morale, are the prerequisites for making Bharti emerge as a world class telecom services company.

Best wishes,  
Sunil Bharti Mittal

bharti  
building telecom building partnerships

### Partners in Success

Bharti celebrates its tie-up with **IBM**.  
In the picture are Dr. Jai Menon,  
Mr. Tim Shaughnessy - VP, IBM  
Global Services, Asia Pacific, Sunil Mittal,  
Ms. Colleen Arnold - GM, IBM  
Communications Sector, Worldwide, and  
Akhil Gupta

bharti today

Global  
Partnerships





## Bharti is one of Asia's Best Companies

In a recent poll by Finance Asia, Bharti Tele-Ventures figures amongst the best in several categories. It has been deemed **3rd in Best Investor Relations**, **5th in Best Managed Companies** and **5th in Best Corporate Governance**.

What's more, **Akhil Gupta** has been selected as the **Best CFO** (3rd rank), while **Sonal Kapasi** is the **Best IR Representative** (1st rank).

**Kudos to them!** Needless to say, their success is a result of the support of their hard-working Teams.

FinanceAsia

EUROMONEY

Airtel  
Express Yourself  
touchtel

## One of Asia's Top Telecom Companies is an Indian called Bharti

In a recent issue of **Euromoney**, Bharti achieved the distinction of being placed amongst Asian Telecom giants, in the Eighth Asian Company Rankings. Based on surveys conducted by market analysts at major banks and research institutions in Asia, where 699 companies were nominated, Bharti had the honour of being in the **top two in both cellular and fixed-line services**, behind its partner, SingTel of Singapore, in both instances.

This stupendous achievement could not have come about without the support of Bharti's customers, shareholders, channel partners, and each and every member of Team Bharti.

## CRISIL assigns the Highest GVC Rating to Bharti

A '**CRISIL GVC Level 1**' rating has been assigned to BTVL. This Governance and Value Creation (GVC) rating indicates that the firm's capability with respect to creating wealth for all its stakeholders, while adopting sound corporate governance practices, **is the highest**.

According to CRISIL, the rating reflects the strong strategic direction and management oversight provided by BTVL's Board, aided significantly by the inclusive style of the Chairman and Managing Director, the meaningful contribution of the Independent Directors to the Board's functioning, the strong capabilities of the operating management as reflected in the Company's leadership in its core business area, and adoption of the highest standards of dissemination of corporate, financial and operational information to all stakeholders.

CRISIL



bharti today 2/3



Sunil Mittal and Ms. Colleen Arnold – GM, IBM Communications Sector, Worldwide, are all smiles as they hold aloft the memento that symbolises the landmark agreement between Bharti and IBM

## Bharti Partners with Success!

### The Three-Pronged Initiative with IBM

In March, Bharti and IBM India reached a historic agreement wherein IBM will **Consolidate, Transform and Manage** Bharti's comprehensive IT infrastructure and applications.

The first-of-a-kind "**Business Transformation**" agreement between Bharti and IBM encompasses three elements. The first part of the agreement includes a one-of-a-kind initiative to consolidate, transform and manage comprehensive Information Technology (IT) infrastructure and applications. **Simply put, BTVL will outsource its hardware, software and IT services requirements to IBM.** This would include all customer-facing IT applications, such as billing, customer relationship management (CRM), data warehousing, and much more.

The second part of the agreement involves the pursuance of joint go-to-market opportunities and avenues for selling value-based services in the areas of communications, IT services and convergence. This seeks to bring together Bharti's leading-edge network and integrated communications service-provider capabilities with IBM's unparalleled innovation and technology leadership.

To further cement the partnership, IBM India has chosen Bharti to be its preferred supplier of telecommunication services, such as bandwidth, satellite connectivity, last-mile wireless and wire line access, and national & international long distance communication solutions. This relationship will allow IBM to leverage Bharti's unparalleled telecommunication capabilities across wireless and wire line services.



Dr. Jai Menon, Mr. Tim Shaughnessy – VP, IBM Global Services, Asia Pacific, Sunil Mittal, Ms. Colleen Arnold – GM, IBM Communications Sector, Worldwide, Akhil Gupta and Mr. Abraham Thomas – MD, IBM India, at the historic signing event





Mr. Jan Campbell, Akhil Gupta, Mr. Johan Wiberg, Manoj Kohli and Don Price at the signing ceremony of the Bharti tie-up with Ericsson

## An Enterprising Endeavour with Ericsson

Prior to the announcement with IBM, Bharti also announced a strategic partnership with Ericsson. This agreement was towards the building and managing of "MEGA" networks. The three-year service agreement with the largest supplier of mobile systems is all-encompassing, involving management, maintenance, quality assurance and capacity expansion across AirTel Networks. This includes networks in existing circles of Delhi, Haryana, Punjab, Himachal Pradesh, UP (West), Andhra Pradesh, Tamil Nadu, Chennai, Karnataka & Kerala and the three new AirTel circles of Rajasthan, UP (East) and Jammu & Kashmir.

The first-of-its-kind initiative in the world will eventually result in providing congestion free networks with seamless coverage and enhanced quality to millions of AirTel customers in over 1650 towns and cities across the 13 Circles. The agreement also provisions for taking over of close to 250 Bharti employees by Ericsson.



Mr. Jan Campbell and Akhil Gupta shake hands to seal the first-in-the-world partnership



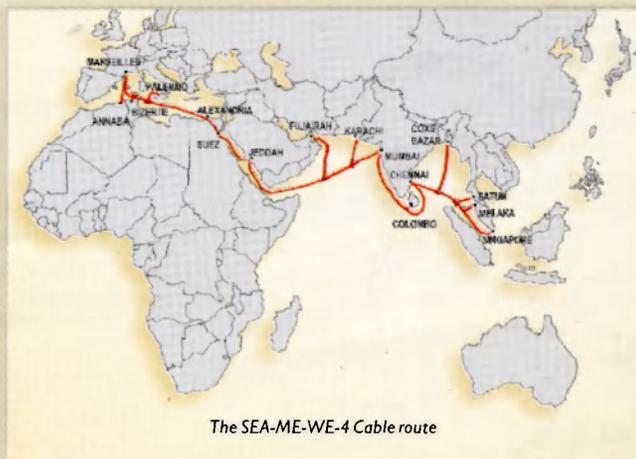
A typical undersea cable

## An undersea tryst with SEA-ME-WE-4

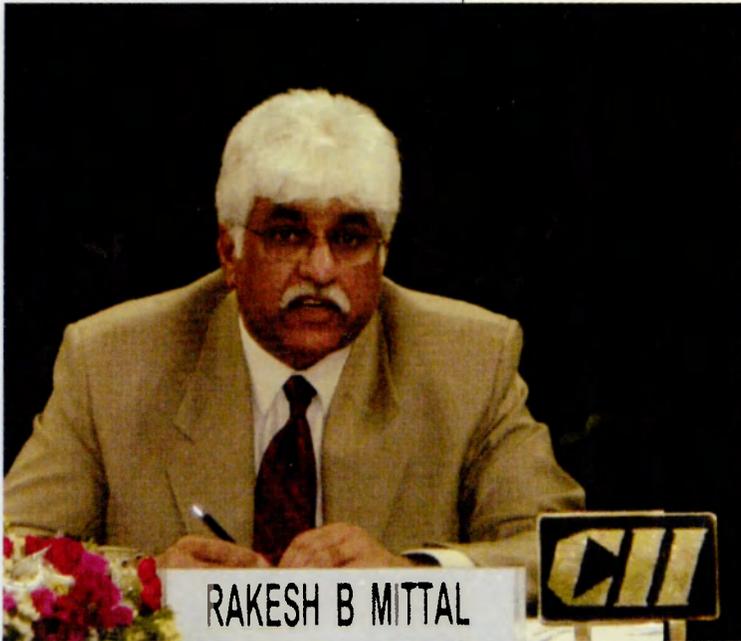
**Bharti** also announced its agreement to join the South East Asia Middle East Western-Europe-4 (SEA-ME-WE-4) consortium along with 15 other global telecom operators.

As a constituent member, Bharti would jointly develop and own the 20,000 km.-long next-generation cable system, which is expected to provide a major boost to service the broadband and data requirements. The state-of-the-art undersea cable connecting India with Europe, US & the Far East, will support telephone, Internet, multimedia and various other broadband and data applications. Bharti has invested US\$ 40 million in the project, which is expected to be complete by the third quarter of 2005.

This is the second major international initiative by Bharti in the data & broadband space, after the installation and successful commissioning of the Network i2i project in partnership with SingTel. Talking of advantages, SEA-ME-WE-4 will complement the Network i2i cable by providing redundancy to Bharti's international voice & data services.



The SEA-ME-WE-4 Cable route



## Rakesh Mittal takes over as CII (NR) Chairman

Rakesh Mittal took over as the **Chairman, Confederation of Indian Industries (CII), Northern Region**, on 8th April, 2004. He spoke to Bharti Today in his new role and outlined his vision for CII's Northern Region.

**BT : What will be the focus of CII in the north, for the next 12 months?**

**RM :** We have outlined "**Competitiveness of India Inc - Gearing for Growth**" as the theme of the year for the North. We would be leveraging synergies within the region, to further enhance competitiveness and the

quality of life in the region. During the year, there will also be a thrust on action and activities at the state level.

**BT : What are your priorities for the year 2004-05?**

**RM :** We have formulated a 10-point agenda for the North for the year, which includes at least 8% economic growth and 10% industrial growth. There are six other thrust areas that we have identified for the year. Among them are industrial, agricultural, regional & state competitiveness, business & social development and membership services. These priorities would be taken forward through 15 sub committees.

**BT : Could you please elaborate on your vision of a Common Economic Zone for the North?**

**RM :** CII's vision for a Common Economic Zone in the North, encompasses not only the abolition of multiple tax structures and free movement of goods, but also the sharing of best practices and innovations across the region.



Kurt Hellstrom joins the Bharti Board



## Kurt Hellstrom joins the Bharti Board

Welcome to our family! **Kurt Hellstrom**, former President and World Chief Executive of the over US\$ 14 Bn dollar telecom giant **Ericsson**, was inducted into the Board of Directors of Bharti Tele-Ventures. He brings a wealth of experience in the arena of mobile space, having recently retired after 19 years with Ericsson, where he held various positions, including that of a member of the corporate executive team since 1990. Kurt is also a Non-Executive member of the Board of Atlas Copco and of the Swedish Trade Council, and a senior advisor to the Investor Group (one of the two main owners of Ericsson).

## Harish Dua is Bharti's Sr.VP, Internal Audit and Chief Compliance Officer

Harish Dua joined Bharti as Senior Vice President – Internal Audit and Chief Compliance Officer. He will be reporting to the Chairman and Group Managing Director and Chairman - Internal Audit Committee.

Harish is a CA from the Institute of Chartered Accountants in England & Wales (1982), and a Certified Public Accountant from American Institute of CPA's, USA (1987), besides having an MBA from the University of Connecticut. He brings with him over 24 years of rich work experience.

Harish commenced his career in 1978 with Harper Broom Roberts and has also worked in several major organisations abroad. Prior to joining Bharti, Harish was with Pepsi Foods, as Vice President – Finance, New Business.

He is married to Pami and they have a son, Agam.



Harish Dua is Sr.VP, Internal Audit & Chief Compliance Officer

## New Leaders at Mobility

**Airtel**  
Express Yourself



**G. Ravindran, CHRO,**  
Mobility Leaders

### **G. Ravindran is Chief Human Resources Officer - Mobility Leaders Group**

G. Ravindran joined BT:VL as Chief Human Resources Officer - Mobility Leaders Group, and reports to Manoj Kohli. An MA (PM & IR) from Tata Institute of Social Sciences and an M.Phil from Bombay University, he has a diverse and rich work experience of more than 25 years.

The various organisations he has worked with, include Lipton, ANZ Grindlays Bank, Blue Dart and Pepsi. Ravi has joined us from Ernst & Young, Mumbai, where he was Director - Human Resources.

He is married to Rohini and has 2 children Varun (17 yrs) and Vrinda (22 yrs).

### **Jayant Khosia joins Bharti as Mumbai's new CEO (Mobility)**

Jayant Khosla joined Bharti as **CEO**, Mumbai, in March 2004, and reports to Manoj Kohli. His earlier appointment was as Regional Vice President, Operations, Mumbai, in Coca Cola India.

Jayant is an engineer from Delhi College of Engineering and holds a Masters in Business Administration from Indian Institute of Management, Ahmedabad. He enjoys a diverse work experience of 18 years, both in India and abroad. Starting out in 1986 with SmithKline Beecham Consumer Brands Ltd., he has worked for several large reputed organisations like Gillette and DHL Worldwide Express.



**Jayant Khosla, CEO,**  
Mumbai



**Shantanu Banerjee, Chief Human Resource Officer (CHRO),** Infotel Leaders Group

## Infotel's New Leaders

**touchtel**

### **Shantanu Banerjee is Infotel's new CHRO**

Shantanu Banerjee has been appointed as the **Chief Human Resource Officer (CHRO)**, Infotel Leaders, and will be reporting to Badri Agarwal. Shantanu is an MBA from XLRI, Jamshedpur and holds a B.Com (Hons) degree from St. Xaviers College, Kolkata.

He brings with him a diverse work experience of 23 years. He started his career in 1981 with Tata Steel and has also worked in Pepsi as Vice President, Human Resources & Corporate Affairs. Prior to joining Bharti, he was Executive Vice President, Human Resources & Corporate Services, at Electrolux Kelvinator Ltd.

Shantanu is married to Anita and they have one son, Shivaji (17 years).

### **Sonjoy Mohanty takes on the mantle of Chief Marketing Officer, Bharti Infotel**

Sonjoy Mohanty has been appointed as the **Chief Marketing Officer, Bharti Infotel**, and will be reporting to Badri Agarwal. He is an alumni of the Indian Institute of Management, where he completed his Post Graduate Diploma in Management. Sonjoy brings with him a rich experience of 17 years.

He started his career in 1987 with Asian Paints and subsequently joined Bharat Shell as their Regional Manager Prior to joining Bharti, Sonjoy had a three year stint with Escotel as Chief Officer - Customer Acquisition and Retention, heading the Sales, Marketing & Customer Care functions for the company.

He is married to Suniti and lives in Delhi.



**Sonjoy Mohanty, Chief Marketing Officer,** Infotel



**Deepak Khanna, COO - UP (West),** Bharti Infotel

### **Deepak Khanna is Infotel's new COO**

Deepak Khanna has been appointed as **COO - UP (West), Bharti Infotel**, and will be reporting to Rajiv Kohli. He will be responsible for successful rolling out of launch operations and building a profitable access business in UP (West), starting with Noida and moving on to select regions offering high revenue potential.

An MBA in marketing from Symbiosis Institute of Management Studies, Deepak brings with him an experience of 17 years in the telecom and service industry, of which 8 years has been spent in core telecom. Prior to this assignment, Deepak was COO, Escotel, where he was responsible for building profitable GSM projects. He successfully led India's largest radio paging network - DSS Mobile Communication Ltd. - as Head, National Sales Operations.

Deepak and his wife Anita, have two daughters, Pooja (12) and Nikita (8).



## Bharti hosts the 3rd Fixed Network Meeting

The Big Guns in Fixed Line operations got together in the 3rd Fixed Network Meeting, hosted by Bharti in New Delhi in early March 2004. The meeting marked the first anniversary of collaborative efforts by **Singtel, Singtel Optus, Belgacom, Globe, NCIC** and **PT Telkom**. Badri Agarwal welcomed everyone and kicked off the presentations on Special Interest topics, like **WiFi Alliance, Broadband Wireless, Six Sigma Implementation, Regional IP Telephony Development**, etc., focusing mainly on sharing of business opportunities, key learning and innovative ideas.

Bilateral meetings were the order of the second day, between those interested in discussing business opportunities. The delegates also enjoyed a trip to Agra, and are committed for the 4th Fixed Network Meeting this coming September in the Philippines.



*Sunil Mittal and Badri Agarwal address an august gathering at the 3rd Fixed Network Meeting, hosted by Bharti*

## Six Sigma Implementation at Bharti Infotel

Six Sigma, a strategic problem-solving approach to improve business operations, is making its mark at Bharti Infotel. It has clearly emerged as a means to improve quality while reducing costs. The initiative was first rolled out at Bharti in 2002, and resulted in **annualised savings to the tune of Rs. 130 million**. However, now the projected annualised savings for the next year is **Rs. 600 million**, which is quite substantial by all accounts.

Apart from cost savings, the Six Sigma initiative at Bharti has attracted National & International recognition for the Company. On 12th March, 2004, at a workshop organised jointly by CII & GE in Kolkata, Bharti Infotel was identified as a model example of Six Sigma implementation in the service industry in India.



touchtel

6,00,000



## Soaring like an Eagle!

In March, Touchtel crossed the magical **6,00,000 customer mark** in its ever spiralling rise to the skies, having made loyalists of an additional 2 lakh customers in just the last 9 months! Announcing the incredible achievement, **Badri Agarwal** said, "*Touchtel is committed to understand the telecom needs of its customers and accordingly provide customised solutions through a combination of cutting-edge technology and world-class service.*"

### Wah Touchtel!

When it comes to **Service Quality**, Touchtel has always been at the forefront in providing outstanding innovative and pioneering services, in an unassuming, matter-of-fact manner. These quiet efforts were recently recognised by India's highest authority – the **Telecom Regulatory Authority of India (TRAI)**. It has heaped accolades on Touchtel for providing superior and standardised services, in its report on *Quality of Service provided by Basic Service Operators*.

Touchtel has performed exceedingly well on various parameters, including those of Instant New Connection, Low Mean Time To Repair and Fault Repair by next working day. Its Customer Care has also been praised for promptness in closures and additional facilities.

*Team Touchtel can definitely pat itself on its back!*



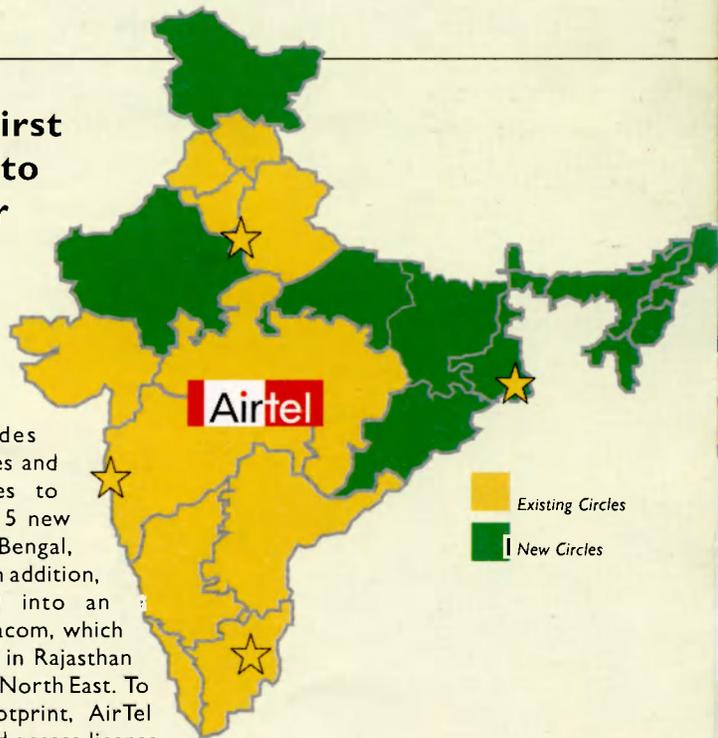
Don Price, Jagdish Kini, Manoj Kohli and Atul Bindal at the event announcing the Mega-Expansion plans

## Expansion on a Mega scale!

Bharti is all set to connect over 2300 towns in 2004-05, heralding new and exciting levels in connectivity across the land, having been awarded the licenses for 6 new Circles. And to maintain its high standards in customer service, Bharti is scaling up its network capacity, to easily handle over 11 million customers and up to 4 billion call minutes per month! No one will ever experience call drops or congestion for quite some time to come. When you add to that a doubling of its cell sites to 10,000 across India and making fully functional 53 Mobile switching centres, Bharti is achieving awesome proportions.

## AirTel, India's First GSM Operator to provide Cellular Services in all the 23 Telecom Circles in the country

AirTel currently provides mobile services in 15 Circles and has also acquired licenses to provide mobile services in 5 new Circles of Bihar, West Bengal, Orissa, J&K and UP (East). In addition, AirTel has also entered into an agreement to acquire Hexacom, which operates its mobile service in Rajasthan and also has a license for the North East. To complete its All-India footprint, AirTel recently applied for a unified access license to commence its service in Assam.



## Making the Customer Emperor!

It's a new high for AirTel, as it puts in place a **Customer Service Delivery Team (CSD)**, in line with Bharti's prime objective to move from a transactional to a relationship approach with its valued customers. This pioneering effort is much lauded as it offers amazing firsts, touching new heights of excellence in customer care: Anytime, Anywhere access for all AirTel Post-paid subscribers via a **24-hr toll-free AirTel Customer Care number**, common across India – **viewing monthly bills** and conducting transactions on-line – subscribing to any of AirTel's premium **Value Added Services (VAS)**, even while roaming – **Anytime Billing Information**, a fully automated service.

What's more, customers can log on to [www.airtelworld.com](http://www.airtelworld.com) and discover a galaxy of interactive features on its website.



## The A. R. Rahman Pot of Gold

The Calcutta Ad Club recently deemed AirTel's **A. R. Rahman TV Commercial** as **Best amongst the Best!** In a nationwide survey conducted across a database of 6,500 consumers by Indiac Research in Mumbai, Delhi, Chennai, Bangalore, Kolkata and Hyderabad, the Rahman TVC was one of those short-listed in the consumer services category, giving Bharti just 10 minutes to present its case to the jury.

That and parameters like **recall, likeability, comprehension**, etc., contributed towards making the TVC eligible for facing a Q&A session with the audience and jury. Kudos to Bharti for emerging with flying colours, as the Rahman film won the Gold! **An acid test has never been enjoyed so much!**





Manoj Kohli and Atul Bindal at the launch of Aisi Azadi aur Kahaan?

## Aisi Azadi aur Kahan?!

This January, AirTel chalked out an innovative, new experience in mobile telephony for its prepaid customers in India, drastically slashing the cost of staying mobile from Rs. 300 to a new low of Rs. 50 only! The exciting proposition, branded **Easy Charge** and positioned as **Aisi Azadi aur Kahan**, offers a highly flexible choice, and that too on a 24x7 basis! Recharges are now available in any AirTel Circle, even via SMS and ATM. Best of all, hard-to-believe tie-ups with Motorola and Samsung, allow customers to go mobile at just Rs. 1499 and Rs. 1999!!

And in February, even more punch was added with a slew of EXTRA benefits – full talk time on recharge coupons of Rs. 1080 and Rs. 3240 denomination, and much more!

## Cricket Premi? Just Scroll down on your mobile...

Imagine! Diehard cricket fans have been granted a boon. To complement the lifestyle of the fast and the furious, AirTel introduced a **Live Cricket Scroller** on mobile phones during the ongoing Indo-Pak series. The fantastic features include automatic updates every few seconds, bowling and batting analyses, charts and graphs, run rates, and much more!

Best of all, it was available to those who travelled to Pakistan, as AirTel also launched **Roaming in Pakistan**, a first for any mobile service provider in the country, after signing a bilateral roaming agreement with **Mobilink** of Pakistan.



Wheelzz! The cafe with a colourful difference!

## Chandigarh & North

### Presenting Bharti's First Theme Cafe Wheelzz

Watering Hole? Rejuvenating Rendezvous? Entertainment Centre? Dining Hall?

Wheelzz is all that and more! Built around a **Formula 1** theme, replete with Tran

Slides, Traffic Lights, a Race Track, and an actual Race Car, dining has never been so innovative and exciting! There's a library, a dance floor-cum-entertainment area, pool, carrom, chess, a fully-equipped state-of-the-art gym, shower rooms, channel music, 2 DVD systems, a TV, hot & cold drink vending machines...one starts to wonder what isn't there!!

And it's all been conceived in-house by the HR team, an effort that speaks volumes about how much Bharti cares for the well being and productivity of its team members. **Care to match this anyone?**



Manoj Kohli and Vinod Sawhney evince keen interest in the race car at Wheelzz



Deepak Gulati with Tanushree Shankar and her daughter actress and danseuse

## Kolkata

### We are 2!

**Reaching out to the Community** To celebrate its 2nd Anniversary in unique fashion, AirTel Kolkata chose truly innovative ways to mark the special occasion. A **Confidence Plan** for the hearing and speech impaired was launched, offering unlimited free local SMS usage at only Rs. 99 per month. Also, a display section was provided for **Silence**, an NGO striving towards the creative fulfilment and self-sufficiency of the deaf, in the exclusive AirTel Connect shop on Lindsay Street, Kolkata. It was inaugurated by Ms. Tanushree Shankar, the renowned danseuse, and Deepak Gulati.

A grand event for employees was held at the RCGC lawns, where Ms. and Mr. AirTel – Debjani Das (Business Operations) and Vishal Sigal (Sales) – were gorgeous winners in a fun-filled contest, with designer clothes, professional choreography, scintillating make-up, et al!

**May your third be even more wonderful!**

## Mumbai

### 500,000 Customers today. Gunning for 1 Million very soon!

Achieved within just 18 months of operations, this milestone is ultra-mega, being a first in the cellular industry in India. Mumbai is also the fastest-growing 4th operator network in a metro and the fastest 500,000 in any 1800 MHz Circle.

The superlative performance, which was announced at a glittering function, reflects AirTel's desire to emotionally connect with the heart and soul of its customers. This phenomenal growth has further renewed Bharti's resolve to make mobile telephony all the more exciting, enjoyable, affordable and happening.

### AirTel races with Indian Oaks!

In Mumbai, AirTel announced a foray into the sport of horse racing, by sponsoring the **AirTel Indian Oaks** premier horseracing event of the country, held at the world famous Mahalaxmi Race Course. With this initiative, AirTel became the first telecom company in India to associate with the **King of Sports**. AirTel's 200 Nakshatra very-high-value customers were personally invited to witness top jockeys jostle for the grand prize of **Rs 50,000**, a **Care Touch Nakshatra Trophy** and a **Citation**.



Hemant Sachdev and Diwan Arun Nanda of Rediffusion, at the AirTel Indian Oaks horseracing event

**Airtel**  
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### Turnaround Leadership Strategy

Rajan Mittal addressed Team Mumbai at a recently held **Employees' Communication Forum** which kicked off the **Mumbai Turnaround Leadership Strategy**.

It was an eye opener, where everyone felt rejuvenated and highly motivated to achieve even greater success in the future.



Rajan Mittal and Hemant Sachdev at the Employees' Communication Forum held in Mumbai recently

### Innovation be thy name!

In yet another innovative value-addition, AirTel Mumbai recently launched the **AirTel India Family Pack** and **Easy Charge**. These were launched in Mumbai by Hemant Sachdev and Manoj Kohli.

### Techno-Ready Marketing and Services

in association with  
**Business Standard**



Globally renowned management guru, Dr. A. Parasuraman (from University of Miami, USA), with Adi Godrej (Chairman of Godrej) and Hemant Sachdev, at the Business Standard sponsored Techno-Ready Marketing and Services Seminar

### Bharti signs a landmark agreement with VSNL

Bharti Infotel signed a landmark agreement with VSNL to share its National Long Distance (NLD) backbone. As per the agreement, VSNL will have the right to primarily use 1,00,000 dark fibre Kms. of Bharti's NLD Network, which is less than 20% of the NLD capacity currently available with Bharti, for a payment of Rs. 500 crore. For Bharti Infotel, the agreement means higher revenues, reduction in operating costs, savings in finance costs and significant improvement in cash flows.





Bryan Adams performing at the AirTel-sponsored concert

## Karnataka

### Bryan Adams brought to India!

It was an unparalleled treat for all hardcore Rock fans, quite like a once-in-a-lifetime event! AirTel sponsored Canada's most successful international rock star, Bryan Adams, whose albums have sold more than 50 million copies worldwide. AirTel customers could also download any or all of his five favourite songs as ringtones: *Everything I do*, *Summer of 69*, *I am ready*, *Cuts like a knife* and *Can't stop this thing we started*. Two concerts were held, one at the Palace Grounds in Bangalore, and the other at the practice grounds of Jawahar Lal Nehru Stadium, New Delhi, attracting crowds in excess of 20,000 in each city.

### The All-New AirTel Mobile Charging Station

India's first ever Mobile Charging Station was launched at the **Bryan Adams show** in February 2004, and has subsequently received an enormous response. Offered totally free of charge, the project contributes purely towards brand building, and comes in two models, one for upscale malls, and the other for the lower-end markets. At any given time, a single charging station can charge 8 phones, fully equipped with Siemens, Nokia, Samsung, Sony Ericsson and Motorola chargers. **No more Low Battery excuses for Bangaloreans any more!**



An AirTel Mobile Charging Station at an upmarket shopping Mall

## INDIA ONE - BHARTI INFOTECH LTD



The IndiaOne Stall at the New Delhi TTF - a 2nd Runner Up!

IndiaOne

## IndiaOne

### Calling Home from overseas made easy

The IndiaOne HomeTouch International Calling Cards were showcased in February / March in Delhi, Mumbai, Bangalore and Chennai, at the **Travel and Tourism Fair (TTF)**. The pre-paid Card allows travellers to call India from abroad



The convenient IndiaOne HomeTouch International Card - a boon for those travelling abroad

at very affordable rates. The IndiaOne stall at the New Delhi TTF received an overwhelming response from both travellers and travel agents alike, and was the 2nd runner up of the **Best Stall award**.

### Business Conferencing by Phone

Your client is in Mumbai, your supplier is in Chennai, your COO is in Bangalore, and you are in Delhi. If all of you don't meet immediately, a major deal will fall through. Thanks to **IndiaOne MeetXpress**, a sophisticated audio-conferencing solution, you can conduct your all-important business meetings via telephone, with multiple people at different locations. And all you need is an existing landline or mobile, making it very cost-effective and an ideal solution for organisations with multiple offices in India and abroad.





### GE Phones - now Manufactured in India

It's a pioneering agreement that's a first-of-its-kind in India!. BTTL scripted a **Strategic Alliance** with **Atlinks** (world's No.1 in residential telephony) to manufacture and distribute GE Phones in India. This exciting venture will enable Bharti to go for **5 million phones in 2004-05**, increasing its market share to 45%, up from 40%. Bharti Teletech also has plans on the anvil to export 1 million GE phones in the next two years.

**Way to go BTTL!**

### Bharti Teletech

#### The BTTL Flag Flies High

The Ludhiana Factory has done it again... they have dispatched **12.76 Lakh phones** in the last fiscal, surpassing the earlier record (12.63 Lakh) achieved in 2000-2001. This puts the Company well on the track to achieve its goal of 1.5 Million phones in the very near future.



Rakesh Mittal with Mr. Didier Goujard, MD, Atlinks, announcing the first-of-its-kind manufacturing tie-up



**USER FORUM 2004**  
13th February, 2004  
bharti  
Bharti Inland Limited  
(Broadband and Data Group)

Jagbir Singh, Arun Bhardwaj, and Rajiv Sharma at the User Forum 2004

### Data & Broadband Group

#### Keeping in touch with Users

Bharti Data and Broadband Group's first **User Forum 2004** was held in Hotel Park Royal, New Delhi in February 2004, where key customers were appraised of the Company's decision-making processes, and were offered a platform to voice concerns, experiences and expectations. It was a grand success with enthusiastic participation from Aviva Life Insurance, Daksh E-Services, NIIT, Alstom Systems, Citi Financial and Hughes Communications Ltd. Similar User Forums were later organised in Mumbai and Bangalore.

#### Truly Outstanding!

Bharti Data & Broadband Group (DBG) has delivered extremely robust growth, with heightened profitability. Its **Gross Revenue rose by 205%** over last year, **Net Revenue grew by 290%**, while the **EBITDA jumped by a phenomenal 600%** over last year. Amazing figures by any standards! BDG has finally come of age, and contributes significantly to the bottom line of BTVL and Infotel.

It's all come about due to total teamwork and keeping a strong focus on people.



T. N. Chaturvedi, the Hon'ble Governor of Karnataka, presents the Golden Peacock to Ashok Srivastava

### Bharti Healthcare

#### The Golden Peacock perches on BHL

The **14th World Congress on Total Quality (WCTQ) 2004**, in Bangalore this January, deemed Bharti Healthcare winner of the most prestigious and coveted **Golden Peacock National Quality Award** for 2003. It was presented by **T. N. Chaturvedi**, the Hon'ble **Governor of Karnataka**, to Ashok Srivastava.

#### In the Top 10 League

The **Institute of Cost and Works Accountants of India** recently declared Bharti Healthcare as one of the **Top 10** manufacturing companies in India to achieve **Excellence in Cost Reduction**. The Award was presented to the winners (10 in Manufacturing Sector & 5 in Services Sector) at the National convention of ICWAI in February 2004.



Badri Agarwal, with Rohtash Mal, at the DSL Launch in MP & Chhattisgarh

## MP & Chhattisgarh

### The World comes to MP & Chhattisgarh on a landline!

Recently, Touchtel launched its high-speed Internet service through Digital Subscriber Line (DSL) technology, under the brand name Touchtel DSL, in the Circle of MP & Chhattisgarh. It's like a Broadband Internet connection via a Landline, allowing access to data and voice simultaneously, with dedicated bandwidth and speeds up to 512 Kbps! Truly state-of-the-art stuff in a package that offers an international experience for its valued customers. Customers can now surf the net while making a voice call on the same line, and enjoy 24x7 Customer Care and Technical Assistance.

Announcing the launch, Badri Agarwal said, "DSL is a broadband internet / data access technology riding on the state-of-the-art copper and fibre-based network. It is the most convenient and reliable way to stay connected."

## Infotel North

### When Achievers achieve more

When many top achievers get together, things can only get into top gear! And that's exactly what happened, when **HR North** organised a trip to Hrishikesh for **Top Achievers** of the **Delhi and Haryana teams**. They went in 12 batches, from November 2003 till February 2004, constituting employees from various departments. One word best described everybody's experience – **Mind-blowing!**

The hills of Utranchal, night camping, bonfires, rafting on the Ganges... all of it added up to make it the *thrill of a lifetime!*



The Top Achievers have a rollicking time on the Ganges!

touchtel

### It's Official... Customer Care North is No. 1

Touchtel North team completed a hat-trick when it was deemed the best in Customer Care. Not only do they have the **Champions Trophy** yet again, but they also won the most coveted cash prize of Rs. 1,00,000! The team graciously opined that the trophy symbolises its intention to carry on the crusade to achieve perfection. *Congratulations once again to the entire North Team!!*

## Infotel – Karnataka

### Better Quality for Greater Savings

Infotel Karnataka achieved the unique distinction of being the **First to complete its Six Sigma Projects**, made possible through dedicated effort and hard work. As a result, FR-related technical complaints (Black Belt project) reduced from 11 per 100 DELS to 5.4 per 100 DELS, a potential **savings of Rs. 1.5 crores**. Also, OG barring in K26 billing cycle (Black Belt Project) came down from 25% to 11%, a potential annualised **savings of 1.99 crores**. And that's not all, Installation-related complaints (Green Belt project) shot down from 1.08 per 100 DELS to 0.5 per 100 DELS, for a potential annualised **savings of Rs. 10 lakhs**.





## Infotel – North

### Achieving Excellence

Where there is a will, there is always a way. This powerful principle has been wonderfully exemplified by Vinayagam, Manager IT, and his team, ably supported by Monicka Raj. Together, they integrated and implemented the Customer Information System (CIS), housing crucial customer information that is accessible anytime and anywhere. Badri Agarwal had recommended implementation of CIS across all Bharti Basic Services. A certification of recognition was presented by Dr. Jai Menon to Vinayagam, for achieving excellence in Internal Application Development.

## Infotel – Tamil Nadu

### Transforming to Seamless Efficiency

In order to achieve the highest possible level of Customer Satisfaction, Team Tamil Nadu has evolved up to a **Zonal Structure**, enabling integrated working across functions / levels seamlessly and in an informal manner. It has powered the achievement of several milestones – 1,00,000 tags, 1,00,000 NADs – and will take Team TN to even greater heights. Chennai is being divided into 6 Zones and 1 Corporate Team, while each upcountry town will operate as a zone.



### The Futuristic Gigabit Ethernet

This hi-tech interface between multiple offices within a city is similar to a LAN or MAN, and is capable of providing voice and data services at Gigabit capacity, if need be. The exciting benefits are high uptime, lower cost of ownership and scalability. This benchmark is really special, as TouchtelTN is the first Company to provide this service in India, with Vetri Software for Metro Ethernet being its first customer.



## TeleTech India

### Rising to the Top of the World!

Starting out as the 500th player is daunting indeed. Team TeleTech India has taken the challenge head on, symbolised by



Standing Front (L to R) : Abhilasha Hans, Parag Mathur, Sunil Massey, Dr. M. B. Athreya, Mukesh Garg, Ashish Chaturvedi

Standing Back (L to R) : Amitabh Gupta, Sanjay Kapoor, Rakesh Vaidya, Sunil Korah, Sanjiv Gupta, Naresh Chandna



Sitting (L to R) : Sanjiv Gupta, Dr. M. B. Athreya, Sanjay Kapoor, Sunil Massey

Standing (L to R) : Ashish Chaturvedi, Mukesh Garg, Parag Mathur, Rakesh Vaidya, Abhilasha Hans, Amitabh Gupta, Naresh Chandna, Sunil Korah

**Mission Everest**, an externally facilitated offsite workshop held in Kathmandu, Nepal, in December 2003. Fuelling the proposed evolution of becoming No.1, the **Vision** and **Mission** were defined, outlining the Company's business goals and strategic blueprint.

**Vision** : To be the world No. 1 offshore business services provider for large enterprises, preferred by employees and valued by partners.

**Mission** : To add value to our clients and help enhance their customers' experience, through world-class business services and solutions.



Rakesh Mittal with Sushmita Sen and her daughter, Renee, at the heartwarming function

## Bharti 'Goes to School' with Lisa Heydlauf

Sushmita Sen and her daughter Renee launch Lisa's book – **Going to School in India** – a heartwarming project supported by the **Bharti Foundation**.

On 31st January, 2004, despite a rather chilly and overcast morning, nobody felt the cold! The eager and excited children who had flown in from all corners of India (courtesy Indian Airlines) were so charged up with enthusiasm, their unbridled passion imparted a soft, warm feeling all around.

Speaking on the occasion, Rakesh Mittal said, "The book **Going to School** celebrates children's right to education, and through this unique endeavour, Bharti Foundation communicates a world of possibilities for the future of India."

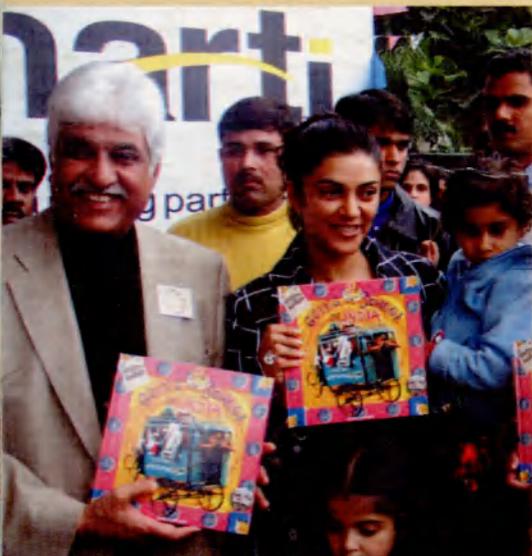
The children were the real heroes at the launch ceremony in Chelmsford Club, New Delhi, compered by Siddarth Basu. Their eyes lit up as Sushmita recounted her personal experiences at school. Add to that the Puppet Show, Tattoo Painting, Finger Painting and a scrumptious buffet spread, they had the time of their lives!

**Going to School** in India, is a book of stories for children about going to school, representing over 30 different kinds of schools and organisations, many religions and diverse backgrounds. Each story is a real story, filled with the hopes and dreams of children going to school.

Lisa Heydlauff (the author) and Nitin Upadhye (the photographer) travelled for seven months across India, to compile the inspiring, heartwarming stories in the book. Royalties from the sale of the book will support communication initiatives to make going to school relevant to the lives of children. **Have you bought your copy yet?**



Lisa Heydlauf author of the book *Going to School in India*



## Catering to a million Hearts!

They may have started late, but they are shooting forward at incredible speed! Just imagine! Punjab, Haryana & H.P account for **1 million customers** out of AirTel's 7 million customers across India. To grace the stupendous occasion, Anil Nayar made the grand announcement to all the employees during a monthly birthday bash at Mohali. Vinod Sawhny also congratulated Team AirTel, and T-Shirts were distributed to everyone.

Anil also visited **Ashiana**, where lesser-privileged children of a nearby slum are provided education and vocational training, with the support of Bharti.

Anil Nayar distributing chocolates to the children at Ashiana

