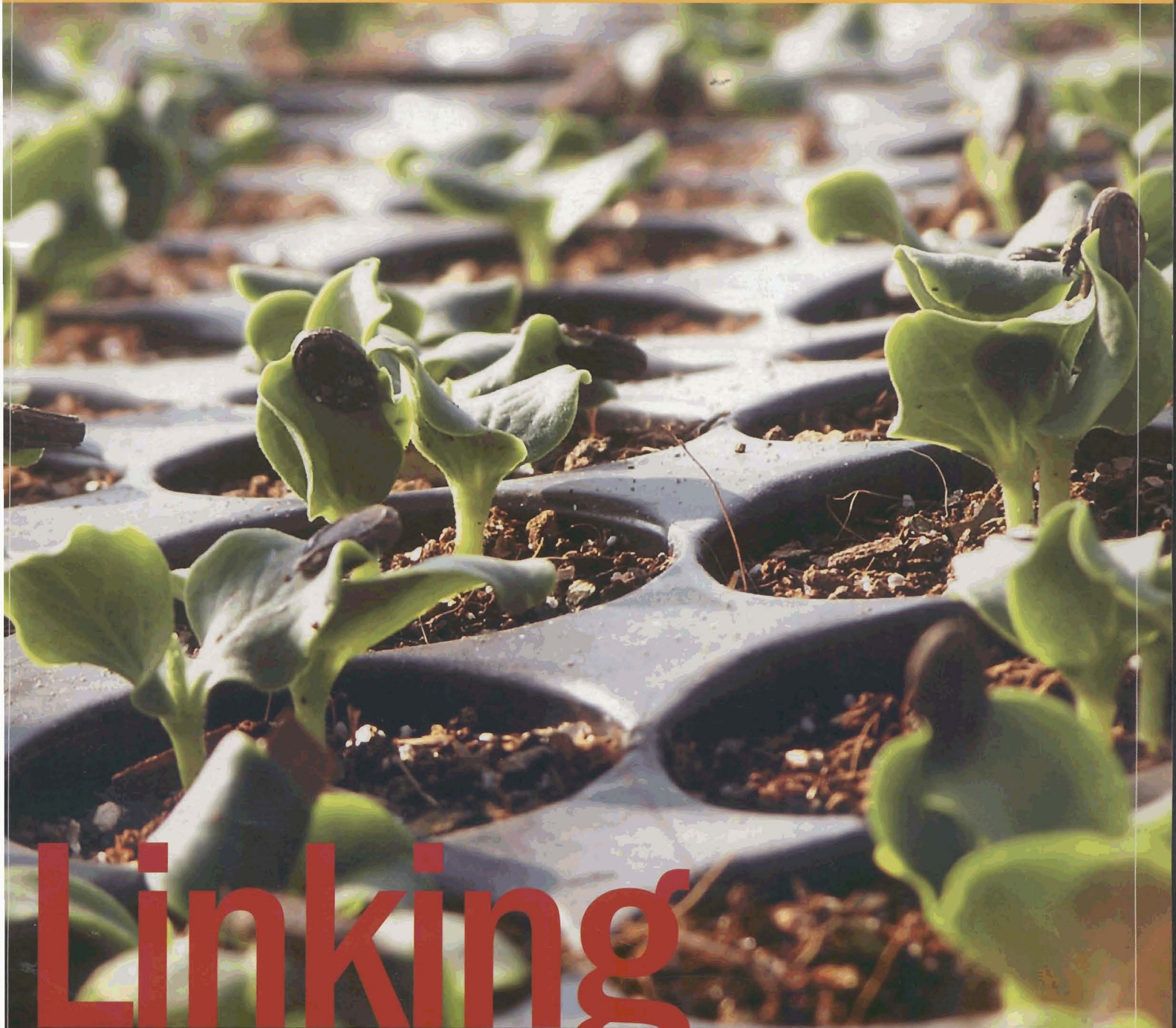


The in-house magazine of Bharti Enterprises

# bharti today

Vol. 10, Issue 2, 2006



## Linking

## Indian Fields

TO THE WORLD

PRIME MINISTER INAUGURATES FIELDFRESH AGRI CENTRE OF EXCELLENCE

Also: Airtel's network across the country.

**I am loving it!** That's how our expat executives feel being here.



Dear colleagues

**“ As we pursue excellence in telecom, we also remain conscious about our long-term goal of creating a diversified business portfolio. In fact, we are already on our way towards becoming a diversified group.**

Our agri venture FieldFresh Foods is steadily making its mark in the international market. The insurance joint venture with AXA too is ready to be launched.



**A** truly big moment for us arrived when the Hon'ble Prime Minister Dr. Manmohan Singh inaugurated the FieldFresh Agri Centre of Excellence at Ladhawal, Ludhiana. The 300 acres Centre is one of the largest integrated research and development facility of its kind in the country.

Bharti Airtel continues to scale new heights. We have now joined the elite group of companies with market capitalization of over Rs 100,000 cr. This is a strong endorsement of our achievements by the investor community and Bharti Airtel is amongst the top wealth creators in the country today. We continue to be recognised the world over for our innovative approach and are well on our way towards fulfilling our vision of making Airtel the most admired brand in India by 2010.

As we pursue our business interests with diligence, we also stand by our social commitments with eagerness. Bharti Enterprises and its Associates have committed an initial endowment of Rs 200 cr to Bharti Foundation to create sustainable programmes in 'education for underprivileged children'. The Foundation will be setting up a large number of primary schools, mainly in rural areas. This is Bharti's affirmative action towards the welfare of the underprivileged and development of the nation.

We have made a difference to the businesses that we have entered. Now it's time to make a difference to life around us.

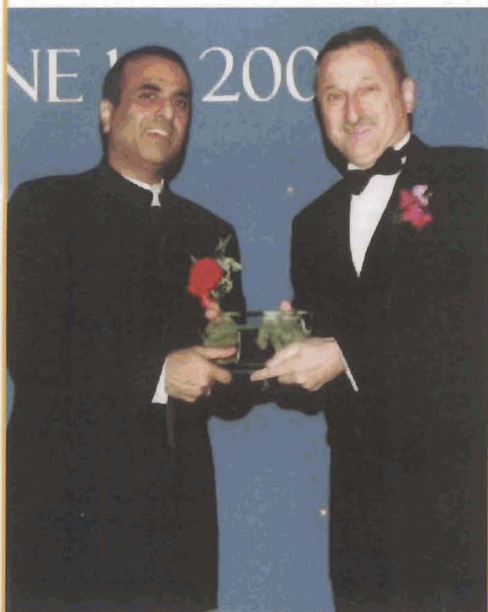
Sunil Mittal



# A W A R D S

## 'CEO OF THE YEAR'

**SUNIL MITTAL** was adjudged 'CEO of the Year' in the service provider category at the prestigious Frost & Sullivan Asia Pacific ICT Awards 2006. In addition, Bharti Airtel also bagged the coveted 'Wireless Service Provider of the Year' Award and the 'Competitive Service Provider of the Year' Award for the year.



## BusinessWeek IT Top 10

**BHARTI AIRTEL** created history by being ranked among the top 10 best performing companies in the world in the BusinessWeek IT 100 list. The report by the globally renowned magazine describes Bharti as a "highly innovative company".

## Asia BusinessWeek 50

**BHARTI AIRTEL** has been ranked 13<sup>th</sup> in Asia BusinessWeek's annual ranking of Asia's 50 best performing companies.

## IETE Honorary Fellowship

**THE INSTITUTION OF** Electronics and Telecommunication Engineers (IETE) has conferred its highest honour 'The Honorary Fellowship' on Sunil Mittal for his scientific vision and invaluable contribution to the progress of electronics & telecommunications. The past recipients list includes some very distinguished names – Dr. S. Radhakrishnan (1955), Pt. Jawahar Lal Nehru (1963), Mr. Lal Bahadur Shastri (1965), Dr. Homi J. Bhabha (1966), Mr. Ratan N. Tata (1992), Dr. A.P.J. Abdul Kalam (1994).

## Most Admired Knowledge Enterprise

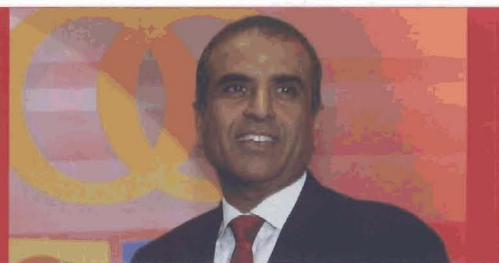
**BHARTI AIRTEL** was nominated among India's Most Admired Knowledge Enterprises (MAKE) in 2006 at the INFOVISION Summit held in Bangalore. It is the only telecom services company to be a part of the prestigious list of MAKE 2006.

## MIS Asia IT Excellence Award 2006

**BHARTI AIRTEL** won the MIS Asia IT Excellence Awards for the year 2006. The company won the awards in two categories – the 'Best Bottom Line IT' and 'Best Knowledge Management'. The Awards recognise companies for outstanding performance in IT implementation. Bharti is the first Indian telecom company to win the awards in these categories.

## TELECOM MAN OF THE YEAR

**SUNIL MITTAL** was chosen as the Telecom Man of the Year 2006 by 'Voice & Data'. The award is in recognition of his pioneering contribution in the field of Indian Telecom.



Akhil Gupta receiving the Best CFO Award

## CNBC-TV18 CFO Awards

**AKHIL GUPTA** was nominated as the 'Best CFO of the Year' and 'Best Performing CFO in the Telecommunications Sector' at the first 'CNBC-TV18 CFO Awards for India'. He also won the 'Best CFO of the Year - People's Choice' award.

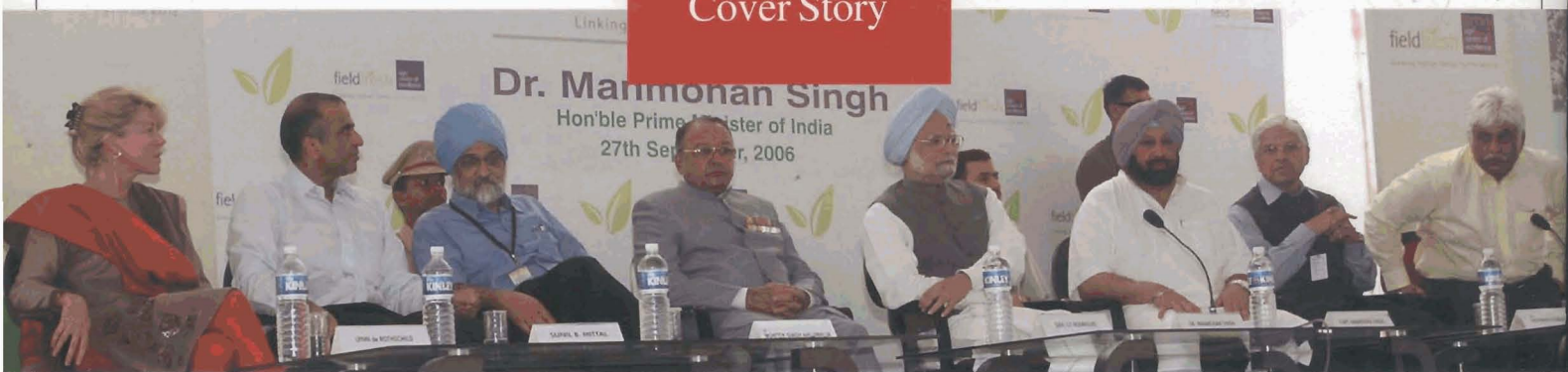
## Awaaz Consumer Awards 2006

**BHARTI AIRTEL** won the 'Most Preferred Cellular Service Provider' Award at the Awaaz Consumer Awards 2006. The award was based on a comprehensive study by Awaaz, a part of the CNBC-TV18 network, in association with AC Nielsen-ORG Marg across 21 major cities with more than 10,000 registered respondents.

## Top Fixed Line Phone Award

**BHARTI TELETECH LIMITED** has been awarded the 'Top Fixed Line Phone Company Award' for 2006 by 'Voice & Data'. The award is a reaffirmation of Beetel's market leadership in the Fixed Line Phone segment in the country.





# Linking Indian Fields TO THE WORLD

▲ A distinguished gathering: (LtoR) Montek Singh Ahluwalia, Deputy Chairman, Planning Commission, Govt of India (3rd from left); Gen. (Retd.) S.F. Rodrigues, Hon'ble Governor of Punjab; Hon'ble Prime Minister Dr. Manmohan Singh; Capt. Amarinder Singh, Hon'ble Chief Minister of Punjab; Ashwani Kumar, Hon'ble Minister of State for Commerce & Industry, Govt of India

## Prime Minister inaugurates FieldFresh Agri Centre of Excellence at Ladhawal

**F**IELDFRESH FOODS moved one step closer towards its grand vision of 'linking Indian fields to the world' when Hon'ble Prime Minister Dr. Manmohan Singh inaugurated its Agri Centre of Excellence in Ladhawal, Ludhiana. Spread over 300 acres, the Centre is one of the largest integrated research and development facility of its kind in the country.

Located near the bustling city of Ludhiana, the Centre of Excellence aims to showcase advanced technologies and agricultural best practices to serve as a hub to extend knowledge and training to the grower partners of FieldFresh. The state-of-the-art poly houses, glass & green houses, net houses spanning over 42 acres make it the largest protected cultivation facility in the country. Another 50 acres have been dedicated to micro irrigation test and control. An

extensive area is under nursery trials where 20 different crops under cropping cycles, with 200 varieties, are currently being tried. The Centre also has 211 acres of open cultivation.

FieldFresh Foods currently has over 4000 acres under cultivation in Punjab. New growing partnerships are also being developed in the states of Rajasthan, Uttaranchal and Maharashtra. The company aims to bring a total of 20,000 acres under cultivation to cater to both the national and international markets.

The well designed labour rest houses dotting the length and breadth of the farm, along with the primary school for the children of women labourers, makes the Ladhawal Farm a perfect example of a world class integrated farm that is intensely committed to its social obligation as well. Incidentally, 90 per cent of the workers at the farm happen to be women.

▲ Fresh from the fields: Hon'ble Prime Minister receiving a basket of baby corn from Sunil Mittal. Also seen in the picture Lady Lynn Rothschild and Rakesh Mittal







Way to go: Annualized returns from FieldFresh to the farmer are thirty per cent higher than return from cash crops



Empowering women in rural India: Ninety per cent of the labour employed in FieldFresh farms are women



Harvest time: Okras in a net house

## A CREATIVE ADVENTURE...

The Hon'ble Prime Minister generally stays with the official script. But Ladhawal saw Dr. Singh speak impromptu, straight from his heart.



▲ Hon'ble Prime Minister Dr. Manmohan Singh at Ladhawal inaugurating FieldFresh Agri Centre of Excellence

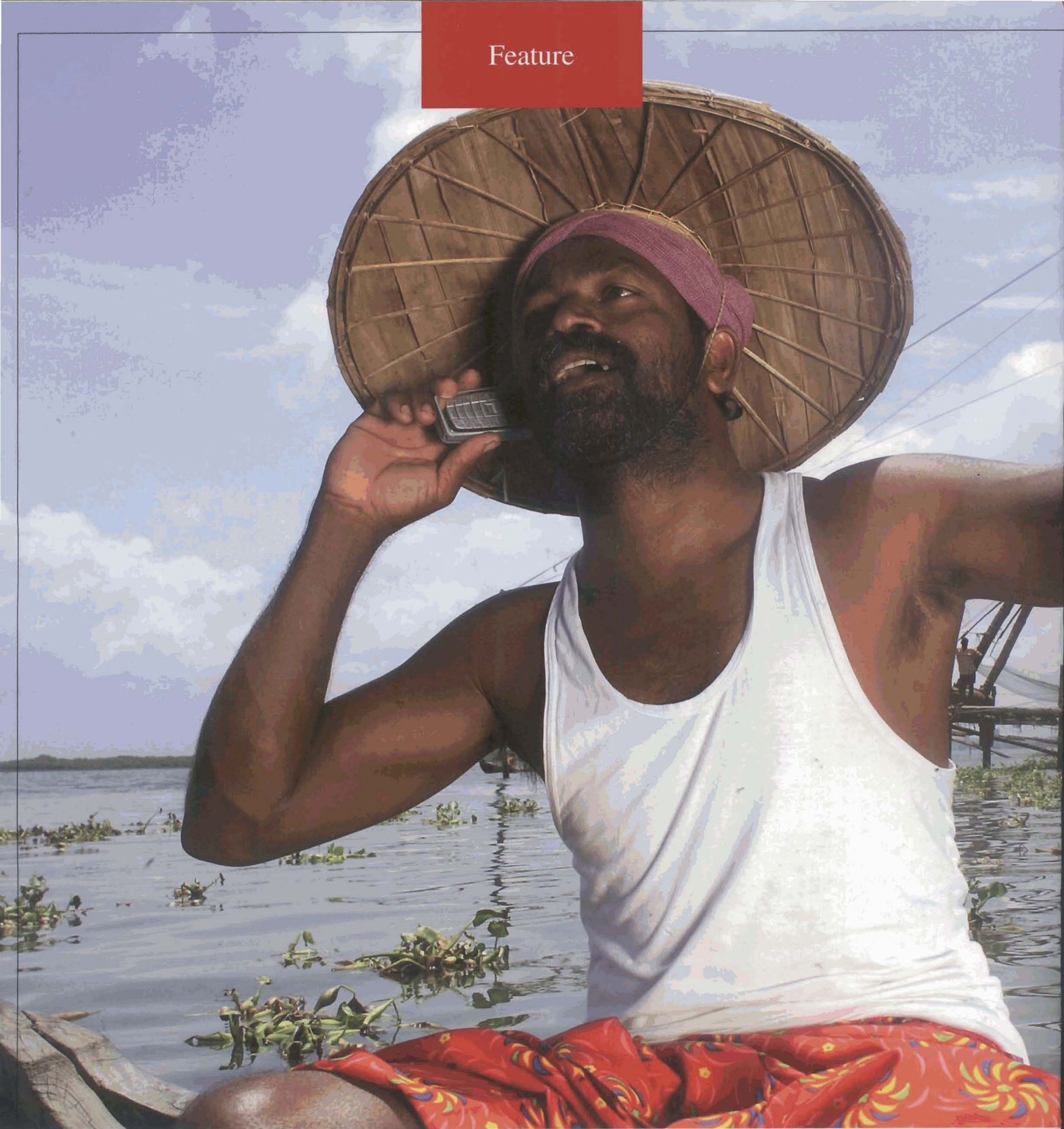
“ I congratulate and I thank Sunil and Rakesh Mittal, I thank Lady Rothschild for their “creative adventure.”

I DELIBERATELY USE THE WORD ADVENTURE, which you have launched, and my only prayer is that your example should prove infectious. That it should spread to far away distant corners not only of Punjab but other states too. And if we can demonstrate that life for millions and millions of our people and our farmers can really get better if we use the modern technology, I think that would be a task worth attempting. And that you have taken a lead in this regard. I thank you from the core of my heart.

”



Feature



# Reaching Places Touching





▲ Kunjappan with his catch in a happy mood. His earnings have grown manifold ever since he got an Airtel mobile connection

# Lives

## Geography will soon be history.

Airtel's network across the country bears testimony to this.

**F**ROM THE INACCESSIBLE TERRAINS of the Himalayas to the desert lands of Rajasthan to the jungle stretches in the East, down to the long coastlines of the South, Airtel has reached the nook and corner of the country. In fact, it is the only telecom company in the country to set foot in all the states of India.

But the leader never rests on laurels. Bharti's relentless drive towards service excellence and network expansion continues as ever. A part of this is its new network outsourcing deals with Ericsson and Nokia worth \$1 billion and \$400 million respectively. Both the deals are to be executed over the next three years. Ericsson will look after Airtel's expansion requirement in 15 circles. Similarly, the scope of the Nokia contract covers eight circles.

Even as it strives to reach new regions, the country's leading telecom company already touches millions of lives in numerous ways in the most challenging situations. Here are a few examples of Airtel's way of reaching places and touching lives.

### Price your Catch

**KUNJAPPAN** is a fisherman from Kerala. Till very recently, life wasn't so easy for him. From the moneylender's morning reminders to the fears that keep coming over the price of his catch when he is out fishing in the high seas, his worries seemed endless. It took a sharp turn ever since he bought his mobile along with the Airtel connection. High seas anxieties over the price of his catch were gone the next day. He negotiated the best possible price over his mobile even while he was still in the sea. No more distress sale of his catch. These days, for a change, Kunjappan is calling the moneylender proactively to let him know about the payment of instalment!

### Mules Saved the Day!

**SANGLA VALLEY**, at the Indo-Tibetan border, has been feted as one of the world's best-kept tourist secrets. Situated in the backdrop of the magnificent Himalayan peaks in Himachal, the route to this valley crosses rugged hills and dense forests. Airtel took up the challenge of setting up the network in this place. But it was difficult to move equipment through any mechanised transport as the bridges had been washed away by floods. Coming to the rescue of the Airtel Team were mules that carried them to the tower sites.

Next on agenda is expansion of service to the adjoining Lahaul and Spiti. But, no more mules this time round, says the Himachal Team. It is going to be through satellite, not towers.





▲ The snowy heights of Ladakh



▲ Rhino safari in Kaziranga



▲ Warkaris

## World's only Rhino Safari with Mobile Coverage

**A RHINO SAFARI** deep inside the *Kaziranga National Park* is a rare experience. Capturing the picture of a running rhino on your GPRS-enabled handset from the elephant back and sending the video across to your dear ones on the instant is certainly a dream come true. But it is no longer a part of a dream. It's very much the reality experienced by tourists ever since Airtel expanded its network to provide coverage inside the sanctuary.

## Orchid Land

**KNOWN FOR THE VIBRANT ORCHIDS** that grow in the wild, Arunachal remains a mystical land tucked away in the north-eastern tip of India. A compelling holiday destination with its picturesque mountains, swift rivers and verdant valleys, the state shares borders with three sovereign nations, China, Bhutan and Myanmar. Remoteness and the difficult terrain provide little incentive to private operators to venture into the region. But as elsewhere in the country, Airtel took the lead to launch its service in September in Itanagar, the capital of Arunachal Pradesh. The launch marked the completion of Airtel's footprint across all state capitals in the country. It is the first to do so among the operators.

## Warkaris' Spirit

**FOR CENTURIES**, Warkaris, followers of Bhakti tradition in Maharashtra, have travelled hundreds of miles on foot to the holy town of Pandharpur. This twice-a-year pilgrimage lasts 21 days across vast rural stretches of Maharashtra. The Warkaris always had a problem staying in touch with their families back home during their long journey. Inadequate STD booths and limited mobile connectivity on the route was a big problem. The Warkaris were in for a surprise this time round. Two colourful Airtel mobile service vans accompanied the Warkaris during the period. The Warkaris availed of the facility of local and STD calls at Re. 1 per minute anywhere in India.

## Flood Test

**MEMORIES OF MUMBAI FLOODS** kept hunting the Surat residents through the day on August 7. By day end, incessant rains had 90% of the city under water. Power supply was down. The entire Airtel network in the city was on DG/battery. The commercial capital of Gujarat was sputtering to a halt through the next two days. Airtel Engineering teams from Ahmedabad, Rajkot and Baroda had rushed to the city with DG sets to restore operations. Eighteen sites were restored in the core city on August 11. The following two days saw 48 more sites coming back to life and by August 15, 160 out of the 188 sites in the city were up and running.



# AT HOME @ BHARTI

## I AM LOVING IT!

That's how our expat executives feel being part of the Bharti family. Their adaptation to the country goes beyond mere professional calling.

**JOHN THOMPSON**  
Corporate Director,  
Alliance

**JOHN** may just have been into the 9<sup>th</sup> month in his current job, but it has been 21 years since he first set foot in India as a 22-year-old tourist. Interestingly, John had visited India six times and even had worked for a couple of years in Indore, Madhya Pradesh, before taking up this

assignment. He is amazed at the fanatical devotion his young son has developed for cricket here in these few months. As Vodafone representative in Bharti, John usually has a packed schedule through the day. Talk of Indian food, John is quite excited about the South Indian fare that the Udipi restaurant serves. A keen tourist, John has already seen a lot of India and has even decided his next place to visit – Pink City, Jaipur.



**TINA UNEKEN**  
Corporate Director, Alliance and Ombudsman

**TINA** believes its destiny that brought her to Bharti and made her continue. Her Indian stint started in August 1999. She herself is quite amazed at the way she has adapted to the heat and dust of Delhi. Tina's fascination for Indian dresses speaks a lot about her love for the country. In fact, some of her colleagues feel "she is more Indian than some of us around". Though she resents the general disregard for punctuality among Indians, she still manages to find some virtue in this practice. Reason, it makes them good improvisers! An art lover and keen reader, she loves frequenting Delhi bookstores and art galleries on weekends.



**DON PRICE**  
Director, Networks

**DON's** relationship with Bharti is quite unique. The US Navy trained nuclear propulsion expert and reactor physicist has quite a vivid account of the way how he and his wife had a hand in finalising the Airtel brand name 12 years back. Though he couldn't take up the job then, when a second offer came his way early 2002, he was simply overwhelmed by Bharti and Indian telecom growth to think otherwise. Already into his fifth year in India, whenever he finds time from his network management responsibilities, Don loves moving up the Himalayas with his brother, who also has developed a strong liking for the country. Celebrating Diwali with firecrackers with kids in a remote village near Kullu, Himachal Pradesh, has become a favourite annual event for Don and his family.

**CAROL BORGHESI**  
Director,  
Customer Service



**CAROL** is the newest entrant into Bharti's Expat Club. Just a couple of months old in her new

assignment, she is busy touring the circles to feel the pulse of the dynamic Indian market. Carol is quite thrilled at the opportunity to experience the enormous climatic and cultural diversity during her tours. She is eagerly looking forward to take hubby George and daughter Julia to the backwaters of Kerala once she settles down in Delhi. Carol admits being truly overwhelmed by the concern that Bharti has shown for her personal well-being.

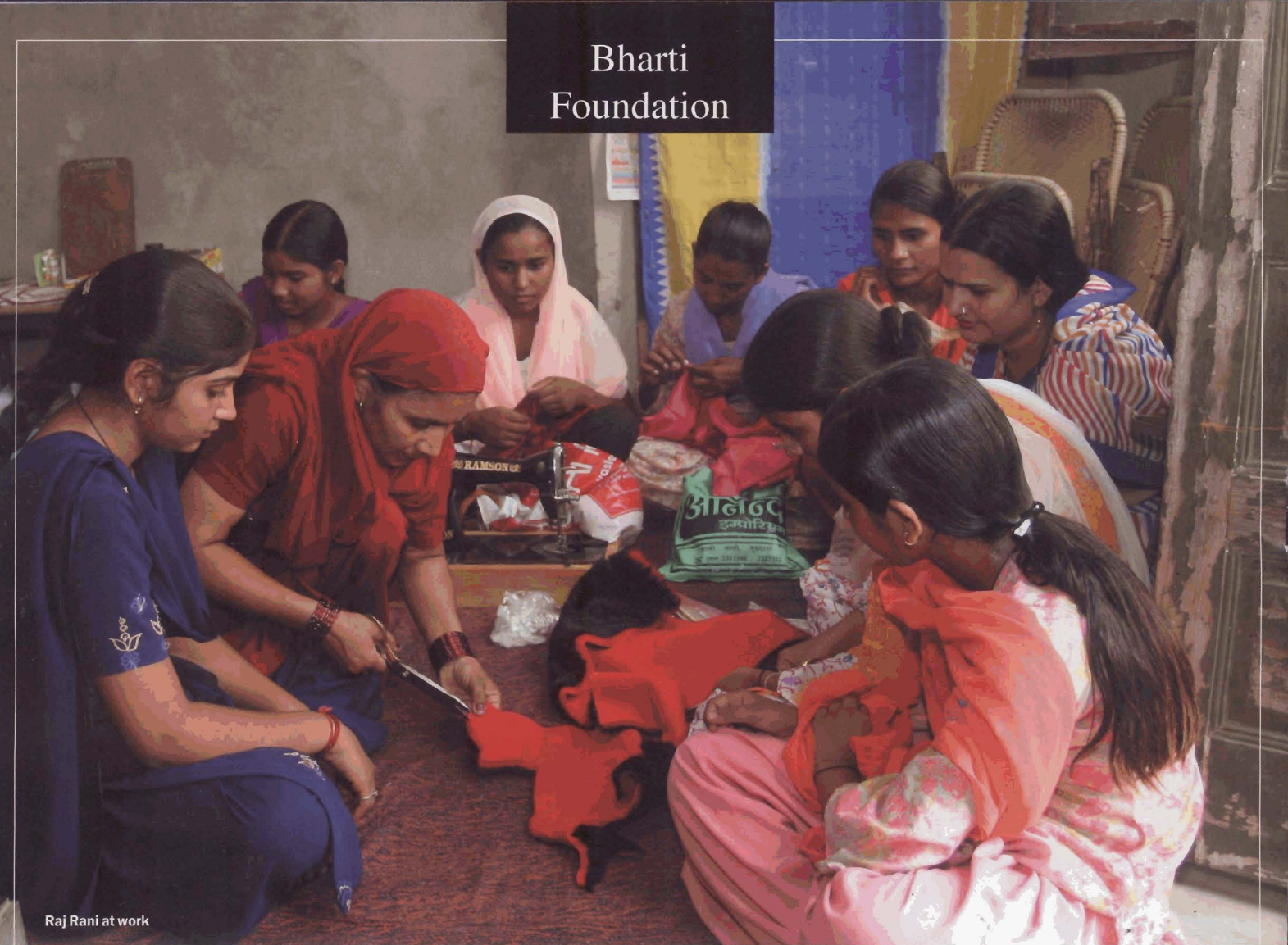
Though not exactly a foodie, Carol interestingly has already picked a taste for the *desi rice* and *dal*!



**ANDREA STONE**  
Head, Marketing Communication,  
Bharti Telesoft

**ANDREA's** is a short and sweet story to tell. Joined Bharti Telesoft after 12 years at Cable & Wireless and stints in UK, Germany, Japan and Hong Kong. She followed her husband to Delhi, who is currently running his software business out of Delhi. Bharti family, she believes, has brought her luck. The couple has recently been blessed with a baby girl, who takes most of their time these days.





Raj Rani at work

## Recognising the Efforts of Grass Root Women

### BHARTI ADMIRES PEOPLE WHO LEAD BY EXAMPLE.

More so when they happen to be women. The 'CII-Bharti Woman Exemplar Award' aims to applaud, encourage and showcase the exemplary leadership displayed by women at the grass roots. Three courageous women were recognised for their pioneering role this year.

Thirty-year-old **Sangeeta Pardhe** has worked tirelessly as a health worker in her Pune slum to turn it into one of the progressive ones with higher literacy rate and fewer low-income households. Sangeeta also imparts life skills training to adolescent girls (12-18 yrs) to develop self-confidence in them.

**Raj Rani**, a resident of Daultabad, Haryana, volunteers her time and efforts towards addressing women's needs on reproductive health issues in her village. She is playing an inspiring role in educating her community on issues such as family planning, spacing of children and safe abortions and childhood immunisation. Raj also plays a leadership role in setting up micro-finance and sustainable livelihood programs.

**Vanita Jalinder Pise** of Satara, Maharashtra, has been instrumental in introducing women of her community to new means of respectable livelihood. Vanita organised and coordinated 35 Women Self-Help Groups, helping many to set up successful dairy businesses on their own. She also introduced others to production and sale of paper cups – an innovative project that now provides a stable income to many.



▲ Satya Bharti School run by Bharti Foundation at Ladhawal

### 'Bharti Vision'

## Quality Education for the Underprivileged

**EDUCATION IS THE ULTIMATE ENABLER.** Equitable growth is possible only when everyone has reasonable access to it. Bharti Foundation recently unveiled a roadmap to achieve its grand vision – 'To help underprivileged children and young people of our country realise their potential'.

The Foundation plans to achieve this by creating sustainable programs in education. In addition to strengthening its existing programmes related to libraries and computer centres and mid-day meals for underprivileged children, it will set up a large number of primary schools in rural areas across the country. The Foundation will also set up teachers' training facilities across the country to improve the quality of education in the country.

To fund this ambitious plan, the promoters of Bharti Enterprises and their Associates have committed an initial endowment of Rs 200 crores to the Foundation. Contributions have already started flowing in and the process will be completed in two years.

Mr. Badri Agarwal has been appointed as the President of Bharti Foundation and a Governing Board comprising well-known personalities has also been set up.





# PLAYING HOST

Celebrating

# 2BILLION



GSM & 3GSM Connections Worldwide

The world GSM leaders converged on the Indian capital when Bharti played host to the GSM Association's Annual Conference. The highlight of the Conference was the event to announce the GSM & 3GSM connections crossing 2 billion mark worldwide

**THE DELHI MEET** reached important consensus on key programmes to bring 3G multimedia services and mobile Internet access to more people in both the developed and the developing worlds. The Association also announced a new mobile innovation competition for young, small and start-up companies across Asia that are developing technologies, applications and content for the fast moving mobile space.

## GSM FACTS

First launched in Finland in 1991

Share of GSM in all global mobile networks: **82%**

Networks across the world: **728 networks across 215 countries**

Largest market: **China (401.7 mn), Russia (152.2 mn), India (100.7 mn)**

New GSM users signing up every second across the world: **14**

Time taken to reach the first billion connections: **12 years**

Time taken to sign up the second billion connections: **2.5 years**

Share of China, India, Africa & Latin America in second billion: **82%**

3GSM users worldwide: **85 million**



▲ (From left) Sunil Mittal, Dayanidhi Maran, Hon'ble Minister for Communication & IT, Craig Ehrlich, Chairman of the GSMA, unveiling the special 2 billion GSMA logo

## Celebrating 10 crore mobile customers in India



▲ (From left) Dayanidhi Maran, Hon'ble Minister for Communication & IT, Rajan Mittal, Dr Shakeel Ahmad, Hon'ble Minister of State for Communication & IT



Sunil Mittal addressing the meet



# INNOVATION@AIRTEL

SO, WHAT'S NEXT ?

“Innovation distinguishes between a leader and a follower” -

Steve Jobs, the Apple co-founder

**B**eing the market leader is not just about pure numbers. Ever since Airtel began its journey, it has steered the course of Indian telecom by showing the way when it comes to innovating products and processes. Here are some of the latest innovations at Airtel.

## Music

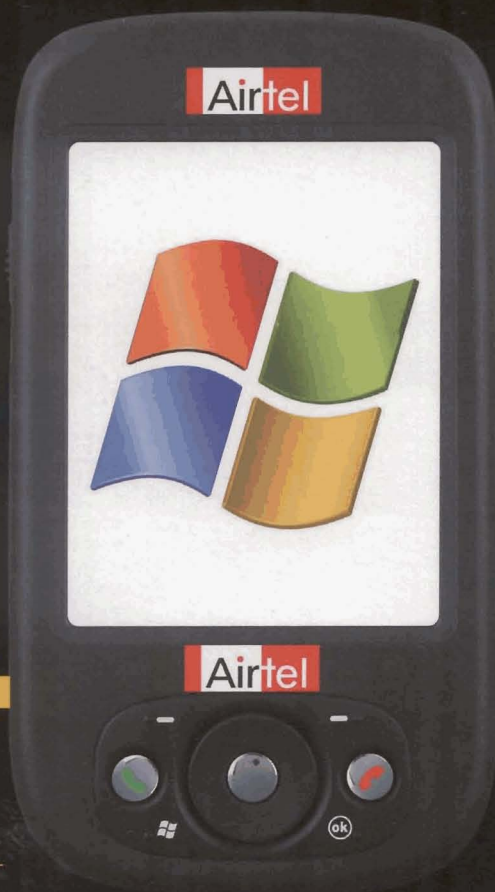
### Hear it. Like it. Catch it.

**'AIRTEL SONGCATCHER'** is India's first instant music on mobile. This innovative service completely transforms the way mobile users can download songs of their choice.

#### How 'SongCatcher' works

- Airtel customer hears a song.
- Dials 393 and holds the phone near the speaker (TV, Laptop, music system, movie screen, car stereo, etc.).
- Distance between the phone and speaker to be not more than one metre.
- The voice recognition software matches with songs available on the Airtel Hello Tune database.
- Within 30 seconds, the Airtel customer receives a SMS confirming song details (movie and singer).
- Once accepted, the song is downloaded as a Hello Tune.

Anytime, anywhere an Airtel mobile customer listens to a song and wants it as a Hello Tune, he can download it in a matter of seconds. The Music Recognition Technology that enables this quick and easy access to music is based on an algorithm that is capable of identifying patterns in music by matching voice frequencies. The 'DNA' of the requested song is matched with the 25,000 songs available on Hello Tunes! And is accurate to the point of distinguishing between the music and the chatting of a DJ or a reporter.



## Office on your Mobile!

**“ Airtel has become the first telecom operator in India to launch Microsoft's Windows Mobile 5.0 platform**

.....  
- a powerful platform that delivers a comprehensive mobile experience beyond just e-mail. Airtel mobile customers can now access MS Office (Outlook, Word, Excel, PowerPoint, and Internet Explorer) on the move along with multimedia functionality (camera, MP3, video recording). This strategic tie-up with Microsoft also enables Airtel customers to access corporate e-mail via direct push technology. The Windows Mobile 5.0 platform also offers business applications like Sales Force Automation on mobile phones. With this offering, Airtel has significantly enhanced its business solutions portfolio. It appears to be the perfect solution for the global mobile workforce to work in an always-on environment and better organise their work and personal lives. Microsoft Windows Mobile 5.0 is available to Airtel customers on the latest HP I-Paq and I-Mate handsets.

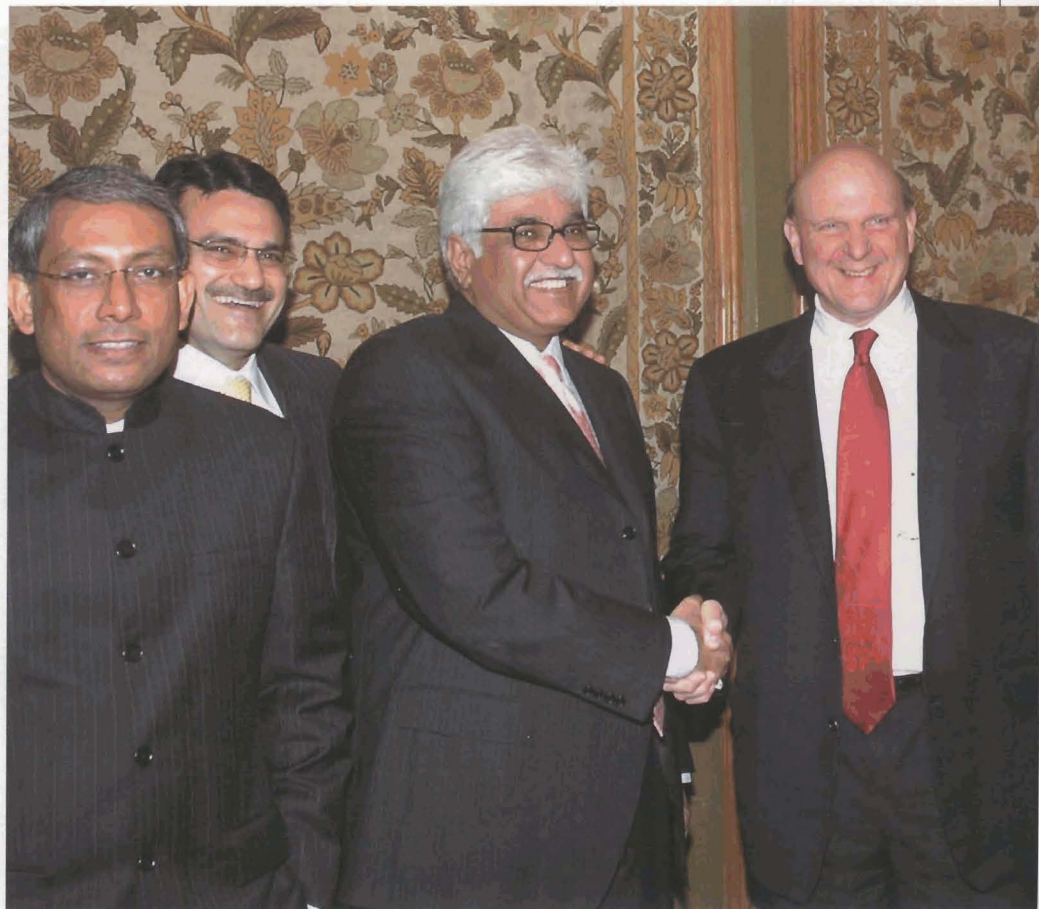


## Small is Beautiful

**AIRTEL AND MICROSOFT** have formed a first-of-its-kind partnership in India that will offer a range of software and services for Small and Medium Businesses (SMBs) in India. The partnership will begin by offering to Indian SMBs Microsoft® Solutions for Hosted Messaging and Collaboration. It will also offer other hosted applications like CRM, Accounting, ERP, Unified Communications and selected Microsoft ISV applications.

Under this unique software-cum-service solution model, Airtel will provide enterprise-class software bundled with connectivity solutions to small businesses that do not have dedicated IT resources. The service is predominantly aimed at companies with five or more employees and is expected to be available in January 2007. With its integrated capabilities across wireline, wireless, data and managed services, Bharti Airtel is in a unique position to provide Telecom and Networking solutions to this segment.

These companies will now be able to enjoy the same experience as large enterprise customers without initial investments using a pay-as-you-grow model. This new professional messaging and collaboration service will give small businesses the ability to access secure enterprise grade e-mail, secure instant messaging and Intranet portals with rich collaboration capabilities, whether they are in the office or on the road. Managed entirely by Airtel, these services will allow businesses to



▲ A winning partnership: (From left) Ravi Venkatesan, Chairman, Microsoft India; Manoj Kohli; Rakesh Mittal; Steve Ballmer, CEO, Microsoft

communicate more efficiently, reduce administrative and IT overheads and connect

employees with business-critical information whenever and wherever they need it.

## India's first Service Delivery Platform

**AFTER SUCCESSFUL INNOVATIONS** like Easy Charge, Easy Music, KBC, Indian Idol, Games on Broadband amongst others, Airtel now takes

innovation to a new level. Airtel is developing India's first 'Service Delivery Platform' in association with IBM. This future-ready platform

will enable Airtel to offer a suite of unique, innovative products, services and applications to its customers across mobile, landline and broadband. Customers across service segments will be able to access rich interactive media content through an integrated Airtel portal that will offer a common catalogue of services that will be device and network agnostic. Customers will get the benefit of a complete service experience through personalisation.

SDP will help in offering a better experience to not just Airtel customers, but also the content partners and application developers. It will help generate greater efficiencies in the system, as well as let Airtel launch more services in a short span of time. The application is expected to go live by August 2007.



◀ (LtoR) Shankar Annaswamy, MD, IBM India; Jai Menon; Manoj Kohli; Satish Khatu, GM, Global Technology Services, IBM AP; Hemant Sachdev; Ramesh Awtaney, VP & GM Communications Sector, IBM AP





▲ Bharti widens footprint in Channel Islands

## Bharti Widens its Global Footprint

**THE PICTURESQUE ISLAND OF GUERNSEY**, located in the English Channel, Northwest of France, is the latest addition to Bharti's international footprint. Guernsey Airtel, the Bharti Global subsidiary, has won licences to operate both 2G and 3G services in the island after emerging as the highest-ranking applicant for the services. The Guernsey success has come quick on the heels of Bharti's successful bid in the nearby island of Jersey in May 2006, where it has won the licence to provide comprehensive services including 2G, 3G and ILD services.

Way back in 1988, the Indian Ocean island of Seychelles happened to be the first 'global win' for Bharti, where its subsidiary Telecom Seychelles continues to lead the market with new products and affordable tariffs.

### Bharti-AXA

## Opens first Office in Hyderabad

**BHARTI-AXA** Life Insurance joint venture has opened its first branch in Hyderabad. Quite appropriately, gracing the occasion was IRDA Chairman, Mr. C.S. Rao. Bharti Enterprises holds 74% of the stake in the JV while the rest lies with the global partner. The venture will utilise AXA's well-established state-of-the-art business processing skills to deliver best-in-class service levels. Bharti-AXA has set a rapid roll-out plan and will be making its presence felt across the country

in the coming months. Besides the metros and mini metros, the company will be well represented in the tier 2 and upcountry markets. It plans to roll out over 30 branches by December 2007, which will be supplemented with other points of presence through strategic partnerships.

The company has introduced two unit-linked products - 'Future Confident' and 'Wealth Confident', both products conceived in keeping with the essence of the brand promise - 'Be Life Confident'.

### The alma mater

## From Where it All Began

**IT WAS A JOURNEY BACK TO HIS ROOTS**, when Sunil Mittal visited his alma mater, Arya College in Ludhiana, from where he completed his graduation and began his entrepreneurial journey. He recalled how the college examinations taught him one of the best business lessons - going in for higher risks and stakes for higher gains. He said "I would rely on three sets of guess papers and choose five questions. Back in 1976-77 we knew if we could crack three questions we would pass; four would mean a good score; and five would be a jackpot. At times I even hit the jackpot (of all 5 questions) but never failed the target of three questions".



▶ Sunil Mittal being felicitated at Arya College, Ludhiana



▲ (From left) Nitin Chopra, CEO, Bharti-AXA Life Insurance; Badri Agarwal, Corporate Director, Bharti; Mark Pearson, Regional Chief Executive, AXA Asia Pacific Holdings

## Enterprise Services Signs MoU to Connect Mundra Port & SEZ



**ENTERPRISE SERVICES SBU** has just made an entry into another emerging business segment - Ports and Special Economic Zones (SEZs). The Division has signed a first-of-its-kind alliance with the Adani Group for setting up telecommunication network infrastructure for its multi sector SEZ located at Mundra Port in Gujarat. As part of the agreement, Airtel will equip them with world-class data, fixed voice and mobile services, besides providing managed hosting and business resiliency and continuity services.

◀ Time to rejoice: (From left) Mohan Menon & Vinod Sawhny from Bharti with S.J. Vijay, Director Mundra SEZ



**Bharti Teletech has introduced Trend - the first-of-its kind phone in the country to be equipped with a GSM SIM Reader.**

## NOW. A Phone that Reads!

**NOW YOU** have a landline phone that reads and stores phone numbers like your mobile. Bharti Teletech, India's largest manufacturer of fixed line phones, has introduced Trend - the first-of-its kind phone in the country to be equipped with a GSM SIM Reader. The new phone enables customers to copy the numbers stored in the SIM of their mobile phones directly to their telephone phone book. Trend enables customers to copy a total of 250 numbers stored in the SIM of their mobile phones directly to their telephone phone book. By storing the numbers in the telephone's phone

book, the SIM Card reader also provides a handy back-up to the SIM card phone book data. Additionally, Trend is equipped with a host of other world-class features such as Auto Add "0" or "95" to facilitate call-back of long distance numbers.



## Bharti Telesoft Rapid Strides

**MIDDLE EAST & NORTH AFRICA** were among the first overseas markets where Bharti Telesoft established a presence. It has already deployed over 30 solutions for 12 mobile operators in seven countries across the region. From installing PreTUPS prepaid top-up systems in Egypt and Jordan, to delivering Ring Back Tones and Roaming products to subscribers in Syria, Saudi Arabia, Yemen, and Jordan, Bharti Telesoft has developed relationships with all major mobile operators in these markets. The company is planning to build on the sound presence established in the region to continue growth with some new products under development, such as the Video Delivery Platform & Voice SMS.



## A MEGA OFFERING

**AIRTEL COMPLETED ITS TELECOM SERVICE PORTFOLIO** in all segments when it launched its Fixed Wireless Phone Service. The service goes a step ahead of the competitors' offerings and provides a unique end-to-end service delivery (from booking to installation to after sales) at the

customer's doorstep. Customers can choose from three European-styled feature-rich phone models in both desktop and cordless variants.

Airtel Mega operates on the GSM network. Available in attractive postpaid and prepaid tariff plans, it is being rolled out across the Airtel wireless network around the country. Airtel Mega will soon be rolled out across our network. Airtel Mega is also available in prepaid.

◀ (LtoR) Sanjay Kapoor and Hemant Sachdev unveiling Airtel Mega





Armonk, New York 10504-1783

Samuel J. Palmisano, Chairman, President and Chief Executive Officer

Dear Sunil,

I wanted to thank you for participating in our recent employee Town Hall and Global Briefing in Bangalore. Feedback from those who attended and those who watched the event online has been overwhelmingly positive.

Your involvement in our discussion, as always, was vital to the success of the event. Just like at our Business Leadership Forum in Rome, your commentary strengthened the discussion, except for this time, we were able to host the conversation in your home country. The views you presented on India's burgeoning workforce were very insightful, and the praise you bestowed on our company is highly appreciated. As you know, our relationship with Bharti is of huge importance, not only to IBM, but to me as well. I have the highest respect for what you have done with Bharti, and the brave choices you've made with your business are encouraging. The accomplishments you've realized in such a short amount of time are amazing, and I look forward to a long and fruitful relationship between our two companies.

Thank you again for coming to Bangalore to participate in our panel discussion – it was truly great to see you again so quickly after Rome.

Sincerely

Samuel J. Palmisano



(From right) Sunil Mittal; His Excellency President Dr. A.P.J. Abdul Kalam; Samuel J. Palmisano, President & CEO, IBM at IBM's Employee Town Hall & Global Briefing at Bangalore

# FOR ONCE HE LOVED TO LOSE

In August 2002, Intel Chairman Craig Barret, during his visit to Delhi, got into an unusual bet with Sunil Mittal.

"When would mobile take over fixed line numbers in India."

**Barret predicted 2007 to be the year when the all-important transition would take place, a year ahead of Sunil Mittal prediction of 2008.**

Less than four years on, Sunil Mittal lost the bet. But this was one bet, he admits, he loved to lose. Interestingly, today mobile numbers are already more than twice the landlines, well before Barret's 2007!

The Bet!

29 Aug 2002

mobile > fixed

in 2007

for \$50

CRC Barret

Copy of \$50 wager note from Mr. Barret

Address your contributions, thoughts, articles, suggestions, write-ups, etc., to:

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