

The in-house magazine of Bharti Enterprises

bharti today

Vol. 11, Issue 2, 2007

Bharti Unveils Retail Plan



Read on for more...

Many Faces of Airtel
Celebrating Diversity
Knowledge Transfer

CHAIRMAN'S NOTES

Dear colleagues

This August India turned sixty. As the nation prepares to take a big leap into the future, we at Bharti look forward to explore new frontiers both in business and our CSR activities.

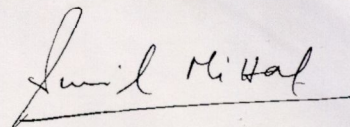
Retail is the next big opportunity we are looking at. Given that only about 3 percent of the \$300 billion Indian retail market is organised today, I believe, the opportunity lying ahead in the sector is truly huge. We have formed a joint venture with the world's leading retailer Wal-Mart Stores, Inc. to start wholesale cash-and-carry and back-end supply chain management operations in India. The global leader's expertise in supply chain and logistics will bring enhanced efficiencies to the venture.

What will substantially distinguish this venture from competition is the way in which it would seek an association with its stakeholders, particularly the small retailers. In telecom, we have struck numerous mutually beneficial partnerships with our partners. We are confident of replicating the same in this new arena.

We also have launched our own retail venture, Bharti Retail to manage front-end stores - hypermarkets, supermarkets and convenience stores. The company will be investing \$ 2-2.5 billion to create a total retail arena of 10 million square feet where 60,000 people will be working by 2015.

In the arena of CSR, Bharti Foundation continues to raise the bar every passing day. While the Foundation is making fast progress in its endeavour to open 1000 village primary schools for underprivileged children across the country, it has started another novel initiative called the School Improvement Programme. The Foundation will partner Government schools in villages and help them improve their quality of education. This further underlines the Foundation's fundamental thrust towards making a difference in the area of education.

I believe these two remarkable partnerships will open new vistas for us, both in business and social welfare."



Sunil Bharti Mittal

A W A R D S



NDTV Profit Business Leadership Awards 2007

Business Leader of the Year

Sunil Bharti Mittal was chosen as the NDTV Profit Business Leader of the Year 2007.

▲ Sunil Bharti Mittal receiving the NDTV Profit Business Leader of the Year Award from Hon'ble Union Finance Minister P Chidambaram

Forbes Global IT Award

BHARTI AIRTEL won the prestigious Forbes Annual Outsourcing Excellence Award. The company has won this global recognition for its pioneering IT partnership in contact centre technology with Nortel.

Business Standard CEO of the Year Award

SUNIL BHARTI MITTAL was chosen as the Business Standard 'CEO of the Year'. The award recognises his contribution to the transformation of Bharti Airtel into India's largest private telecom service provider, and for charting new business territories in agriculture, retail and financial services.

Top Telecom Company of the Year

BHARTI AIRTEL was adjudged as the Top Telecom Company of the year at the NDTV Profit Business Leadership Awards 2007. The company has been honoured for its focus on providing world-class services to customers and leading the telecom revolution in the country.

CNBC Awaaz Consumer Awards 2007

BHARTI AIRTEL was chosen as the Most Preferred Cellular Service Provider at the CNBC AWAAZ Consumer Awards 2007.



▲ Akhil Gupta receiving the NDTV Profit Top Telecom Company of The Year Award from Hon'ble Union Finance Minister P Chidambaram

Images Retail Award

BHARTI AIRTEL received the Most Admired Retailer of the Year Award in the Telecom & Mobile Services category at the 4th Images Retail Awards (IRA) 2007.

BusinessWeek's 50 influential Indians

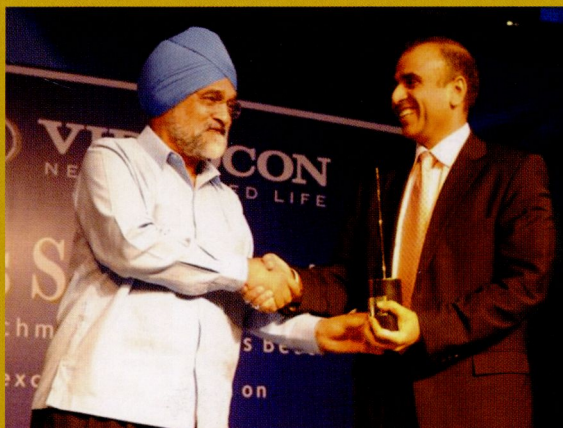
SUNIL BHARTI MITTAL has been named among the top 50 influential Indians. The list names eminent personalities from polity, industry and society.

BusinessWeek IT 100 List

BHARTI AIRTEL was ranked 3rd globally for best returns to shareholders by the BusinessWeek Magazine in 'The Infotech 100 list, Airtel is the only Indian company to be featured among the top ten companies worldwide.

Bharti AXA

BHARTI AXA Life's Agent Recruitment Model was voted among the best practices at the AXA Regional (Asia Pacific) Agency Forum held at Bangkok.



▲ Sunil Bharti Mittal receiving the Business Standard CEO of the Year Award from Planning Commission Vice Chairman Montek Singh Ahluwalia

Bharti Unveils Retail Plan

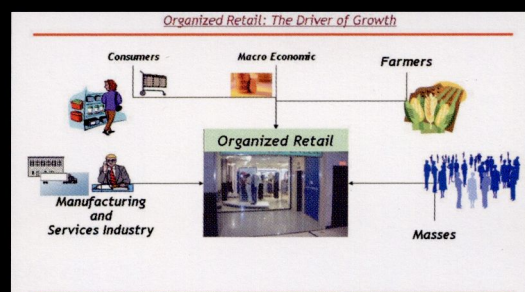
After revolutionising the telecom sector, Bharti is all set to offer world-class retailing to Indian consumers.



It is often said that the retail landscape is an important indicator of the level of development in any economy. As India motors ahead with over 8% GDP growth rates, a new industry is ready to take off in this bustling economy. Organised Retail is set to change the way India will shop and become a major economic growth engine.

While consumers can look forward to a wide range of quality products and world-class retail experience, the industry promises to transform the entire value chain. Direct procurement by retailers will benefit farmers through better returns and investments in state-of-the-art cold chain technology and supply chain will bring enhanced efficiencies through reduced wastages. Small manufacturers will get a boost through procurement by retailers for developing private labels. And add to this, the millions of direct and indirect employment opportunities that the industry will generate.

Bharti has always chosen to be in businesses that have the potential to make a positive impact on the society. True to this tradition, Bharti is readying its retail roadmap. Bharti Retail, a 100% subsidiary of Bharti Enterprises, will open multi-format retail stores across the country. Bharti Enterprises has also formed a 50:50 JV with the world's largest retailer, Wal-Mart Stores Inc. to launch a wholesale cash-and-carry venture.



COVER STORY



▲ Rajan Bharti Mittal and Raj Jain, Country President for Wal-Mart's operations in India

“

Wal-Mart's global expertise in supply chain and logistics will bring enhanced efficiencies across the retail ecosystem. This venture promises to bring great value to millions of farmers, artisans, small manufacturers and retailers across India. We are pleased to be a partner in developing this sector which is set to become a significant engine of India's economic growth.”

— Sunil Bharti Mittal

B2B Play – Retailing to the retailers

Bharti Wal-Mart Pvt. Ltd. will be a business-to-business (B2B) venture. Besides serving retailers such as Bharti Retail, it will also cater to the neighbourhood kirana stores, fruit and vegetable resellers, restaurants and other business owners.

The first wholesale cash-and-carry facility is targeted to open by the end of 2008. Over the next seven years, the venture is expected to open 10-15 wholesale cash-and-carry facilities and employ approximately 5000 people.

Bharti Wal-Mart will bring in considerable investments in setting up an efficient supply chain. This will link farmers and small manufacturers directly to retailers, thereby maximising value for farmers and manufacturers on the one end and retailers, and in turn, consumers on the other. The venture will support farmers and small manufacturers who have limited infrastructure and distribution strength. The supply chain will ensure minimum wastage, particularly of fresh foods and vegetables.

So what would a typical Bharti Wal-Mart cash-and-carry facility be like? Occupying between 50,000 to 1,00,000 square feet of space, the facilities will be selling a wide range of fruits and vegetables, groceries and staples, stationary, footwear, clothing, consumer durables and other general merchandise items. The venture will bring modern supply chain and back-end logistics expertise to India, bringing Wal-Mart's global best practices in such areas as just-in-time inventory, retail information systems, cold chain infrastructure, GPS for truck and trailer tracking and fuel management systems.

In addition, Wal-Mart will also provide technical support for Bharti Retail's operations under a franchise agreement.

On to a different Ball Park



Vinod Sawhny is leading Bharti Retail as the President and Chief Operating Officer. Vinod has several successful stints across the Airtel fold to his credit after joining the Group in 2002. A successful telecom pro, Vinod seems to be enjoying every bit of the exciting retail game.

Leading the retail revolution

Bharti Retail is working on a multi-format strategy at the front-end involving hypermarkets, supermarkets and convenience stores. For the small store format, Bharti Retail is also looking at partnering with existing local store owners across India through a franchise model.

The company aims to enter all million-population plus cities in the country and plans to invest \$2-2.5 billion by 2015 to create a total retail arena of 10 million square feet. Over the next eight years, the

Company plans to employ close to 60,000 people that will include ex-servicemen and women and provide multi-faceted career opportunities for youth of India.

Bharti Retail will serve all regular shopping requirements of an average Indian household. This will include all food and grocery categories, fresh fruits and vegetables, meat and poultry, dairy products, staples, FMCG and processed foods, electronics and appliances, clothing and footwear, furniture and furnishing, and other household articles.

MANY FACES OF AIRTEL

Airtel loves living in the states. It breathes the local flavour as much as it can. Taking its services in the local languages, it is catching customer fancy in an unprecedented way. Read on to find how the brand is delighting its customers in the local lingo.

Chandamama Door Nahi

Saranya always wished to live in a joint family, so that her son had his grandmother with him to tell the goodnight stories. Not that she herself didn't know many, but she valued a relaxed evening for herself as much as she wanted her tiny tot to be happy. But living in a nuclear family has not quite proved to be as bad as she had visualised. Luckily, she has found a lovable Grand Mom for her son in the form of Airtel. The stories from the famous Chandamama magazine told in both Tamil and English on her mobile connection has come as a big help to her. In the evening, she simply dials 30303 and connects to Airtel voice portal's story section and hands over the phone to his son. The noisy atmosphere of Saranya's household suddenly goes quiet as the little one listens to the Vikram Betal and other stories in rapt attention.

Macher Jhol

Bengali housewives thank Airtel for a different reason altogether. Among other services on the Airtel Shonaar Bangla Voice Portal is a service called Mahabhoj that provides the tasty Bengali recipes. The secret of mouthwatering Macher Jhol is no longer confined to the skilled bawarchi and the traditional housewife who had trained under the watchful eyes of her mother. The service obviously has turned out to be a big hit among the young housewives who had little time to refine their culinary skills in their younger days.



Sing Local Play National

Sadananda is a Manipuri singer who has emerged as a well-known artist of his genre in the whole of Northeast. But, today, he is clearly looking beyond his regional audience. Thanks to Airtel, he is aspiring for a place on the national entertainment platform. Being featured in Airtel's vast collection of songs, has worked in Sadananda's favour. Every download of his Manipuri songs is adding up to his stature as a singer on the national scene. Many more Sadanandas could be waiting in the wings to bloom on to the national scene with a helping hand from Airtel.



**MANY FACES
OF AIRTEL**



60066కు BID అని SMS చేయండి

శంకర్‌దాదా బైక్‌ను గెలుచుకోండి

Shakardada's **Bike**

Shakardada's bike is going around the length of Andhra Pradesh looking for a new owner. The colourful bike rode by the hero Shakardada (played by Chiranjeevi) in the Telugu remake (*Shakardada Zindabad*) of Hindi flick *Lage Raho Munnabhai* is being put through a reverse bid by Airtel's Telugu portal. Airtel's Andhra Pradesh customers are sending lacs of sms to bid for the bike. Unlike the normal bidding, the lowest bidder is going to be the proud owner of this much sought after piece. As the bike moves across the 23 district headquarters of this film crazy state, thousands of Airtel customers are lining up for a photo shoot with it.

Koligeet

Koligeet or songs of the fisherfolk is a unique genre of music sung in the coastal regions of Maharashtra and Goa. The songs set in the backdrop of river, sea and other coastal artifacts strike fabulously melodious tunes. Playful and teasing themes played around an innocent lifestyle make them a music lover's delight. Unfortunately, new genres of music are steadily limiting Koligeet to a limited circle of faithfuls. Thanks to the launch of Airtel's Assal Marathi Mobile Radio, Koligeet has got a new lease of life. Assal Marathi offers along side Koligeet a large repertoire of Bhaktigeet, Baalgeet, Lavni, Bhavgeet and Lokgeet. This service additionally gives the users the facility known as 'My Album', i.e. the flexibility to create one's own album comprising of their favourite songs in these genres.



LEADING THE INDUSTRY

Taking on the Mantle



▲ Sunil Bharti Mittal with Hon'ble Prime Minister Manmohan Singh. Also seen in the picture, outgoing President, R Seshasayee and Director General CII, S S Mehta

Close on the heels of being awarded the Padma Bhushan, one of India's highest Civilian Honours, Sunil Bharti Mittal has taken over as the President of Confederation of Indian Industry (CII) for the year 2007-08. Mr Mittal assumes leadership of the apex industry chamber when the economy is clearly on a

high growth momentum, but more importantly needs fresh leadership inputs to make growth sustainable and people-friendly.

Under Mr Mittal's leadership, CII will focus on building people, agriculture to ensure sustainable and inclusive growth. In agriculture, the chamber will endeavor to create

a sustainable agri-business to raise farmer incomes in the country. While there will be no let up on manufacturing sector growth, infrastructure building and increasing deregulation will be sought in key services sectors like financial services, retail and life sciences.

CII Agenda for the year is "People" - blue collar, rust collar, white collar, grey collar. All people - from school dropouts to CEOs of industry, civil society, administration, the professions etc."

"Building People, Building India" is going to be the underlying theme under Mr Mittal, which will redirect attention on leadership needs of the country in the coming years. Development of people means a comprehensive agenda involving training and skilling, recruitment and retention of people.



Sunil Bharti Mittal and members of CEO delegation with Senator Hillary Clinton

Business Diplomacy

After taking over as the President of the premier industry association, Mr Mittal, in his first significant overseas visit, led a delegation of CEOs to the US. During the visit, he had a series of meetings with US officials, Senators and Congressmen. Mr Mittal sought to impress upon his hosts, India's considered position on Outsourcing, the restrictions on H1B visa, Indo-US nuclear agreement and the WTO Doha Round. The CEOs delegation particularly stressed upon two critical issues related to WTO - agriculture and movement of persons.

BHARTI AIRTEL



(L-R) Bert Nordberg, Executive Vice President, LM Ericsson, Akhil Gupta, Manoj Kohli and Sanjay Kapoor

Today, Airtel is adding more than 2 million subscribers every month. To sustain this pace, the company is rapidly upgrading and expanding its network into new areas. The company has entered two new network expansion deals with Ericsson and Nokia Siemens Networks, respectively. The two-

year deal worth \$2 billion with Ericsson involves expansion of GSM network across 15 circles and a pan-India prepaid (IN) platform across 23 circles. The Swedish major will also deliver pan-India Integrated Device Management Solutions, enabling usage of advanced data services

by all mobile customers across retail and enterprise segments.

The multi-platform deal with Nokia Siemens Networks worth \$900 million involves expansion of Airtel's mobile, fixed and Intelligent Network platforms. Under the deal, the network

company will be expanding Airtel's GSM network in eight circles. It is going to be the largest Next Generation Network (NGN) deal in the country for 1.8 million subscriber lines. The deal will also expand Airtel's International Calling Card prepaid service by 4.5 million new users.



▲ (L-R) Sanjay Kapoor and Sanjay Nandrajog announcing Airtel's plans in Sri Lanka

Inching closer to Lanka Launch

Sri Lanka will soon be hearing the Airtel ringtones at affordable prices. Bharti Airtel Lanka is planning to launch world-class 2G and 3G services in the country by the end of 2007-08. The Bharti Airtel subsidiary will be investing US\$ 200 million during the next five years. The Airtel brand seems well poised to make firm strides in a market growing at 2 million subscribers per annum.

Google™ with Airtel broadband

First it was Google search on Airtel mobile, and now Airtel broadband will offer a wide range of Google services to its customers. Airtel will offer its broadband customers a world-class portal that will include Google Search for web-based queries, Google Gmail with 2 GB storage, Google Talk instant messaging/chatting service, suite of advanced utility and communication applications, and several other services from the Google stable.

Airtel customers will get the option to personalise their Internet start-up page with content of individual preference. Customers will be able to access all these services with a single sign-on completely free of cost. The portal will make it easy for customers to access their e-mail, search the web, share ideas, connect with friends and publish content. More offerings like e-commerce applications will be added to the portal over a period time.



▲ (L-R) Vinay Goel, Head of Products, Google India, Atul Bindal, Shallesh Rao, Managing Director, Google India and Jai Menon

Narsingh Netam
(Bharti Airtel, Chhattisgarh)

Narsingh Netam is a young Gond tribal from the village Kondagaon in Bastar District of Chhattisgarh. Narsingh was still pursuing the final year of his graduation at the nearby Narainpur College when he joined Airtel eight months back. Working as a Field Sales Executive to sell the company's SIM cards and recharge cards in his village and studying in his spare time, Narsingh has completed his graduation during this period. Truly a remarkable feat by itself in a remote tribal village in one of the most underdeveloped districts of the country. For somebody who used to work in a local PCO booth to support his family during his early college days, things have clearly turned for the better. For his determination and perseverance, he is looked upon as a role model for fellow tribal youth of his area.

Celebrating Diversity

The essence of India lies in its diversity. As a true offspring of modern India, Bharti Group too carries this essence with aplomb. Its architects come from all shades and backgrounds – villages, small towns, cities; different communities and background. But they sing one tune – seek excellence and be the best in what they do.

Shahzad Salim
(Bharti Airtel, J&K)

An avid Sachin Tendulkar fan and a keen follower of India's cricketing fortunes, Shahzad sells Airtel prepaid cards in Rajouri, a town 150 km from Jammu. Even after two and a half years into this job, he still shows the bubbly enthusiasm of a trainee to sell Airtel prepaid cards. Son of a driver from Jammu, Shahzad is counted among the top performers in the J&K circle. He continues to better his sales targets, month after month, drawing plaudits not only from his immediate superior but peers as well.

Vairam Vasu
(Bharti Airtel, Tamil Nadu)

Hailing from a farming family in Ambur, Tamil Nadu, a place famous for leather goods, Vairam has not only adapted quietly to Chennai's fast paced life but has taken rapid strides in her job at Airtel's Tamil Nadu circle. She still vividly remembers her days in the village school and the Polytechnic in the nearby town. Joining Bharti in 1998 as a Handset (Mobile Phone) Service Engineer, she has moved the rungs fast to become Manager – Service Provisioning. She has been handling CSD product & process training for close to 3 years now. She was rated an Exceptional Contributor twice and adjudged the Best CRM Co-ordinator in the State early in her career. From managing the front-end lobby and query resolution centre to managing the changeover in the billing system, she has experienced many dimensions of customer management. Obviously, her superiors see a future star manager in Vairam.



PEOPLE @ BHARTI

Vikali Chishi

(Bharti Airtel, Nagaland)

The village girl in Vikali Chishi comes alive when she starts talking about her early school days in Mokokchung, her native place where she studied till class 8. Eight hours drive from Dimapur, the second biggest town in Nagaland, the village provided the most pristine environment that the big town dwellers can only dream of. Vikali moved to Jakhama for her HSSLC and later on joined Guwahati's Cotton College to complete her graduation. After a year's stint as a schoolteacher, this Sema tribal girl moved on to complete her post graduation. Joining Airtel as Executive-CSD, a year and a half back at Dimapur, Vikali has grown rapidly professionally. She was awarded with the Best Staff Award in the circle recently.

Interestingly, this star performer is also a linguist of sorts, who can speak five languages including Hindi, English, Assamese and two other tribal languages Ao and Sema.

Neeru Bala

(Bharti Teletech, Ludhiana)

Neeru Bala has been working at Bharti Teletech's Ludhiana factory for the last 16 years. A polio stricken leg has never proved to be a dampener for this ever-cheerful character. Following the death of her father, she had to take up her job at Bharti to support her family leaving her college education midway. The Best Testing Operator Award at the factory for four years in a row very much signifies her dedication to her work. Interestingly, unlike many of us, who get exhausted in their home-office-home rigmarole, Neeru still finds time after office to teach neighbourhood kids in free time. The avid TV watcher keeps aside the evenings for soaps like Dulhan and the talent contests like Sa-Re-Ga-Ma and Voice of India.

Gaurav Mehta

(Bharti Telesoft, New Delhi)

Gaurav Mehta has proved to be an invaluable asset for the Marketing Team at Bharti Telesoft. He excels in graphic designing and helps the team with technical diagrams, presentations and collaterals. A speech and hearing impaired by birth, he brings a rare spirit to the workplace and remains a symbol of perseverance for his team. Despite the physical challenge, Gaurav carries all the traits of a perfectionist. Alongside a creative bent of mind, this exceptionally gifted learner has a very inquisitive and curious approach to his deliverables. Working with him is quite exciting for the Marketing team. He has an immaculate sense of lip reading the words being said by his peers. Gaurav does not need words, his work says it all, aver Gaurav's teammates.



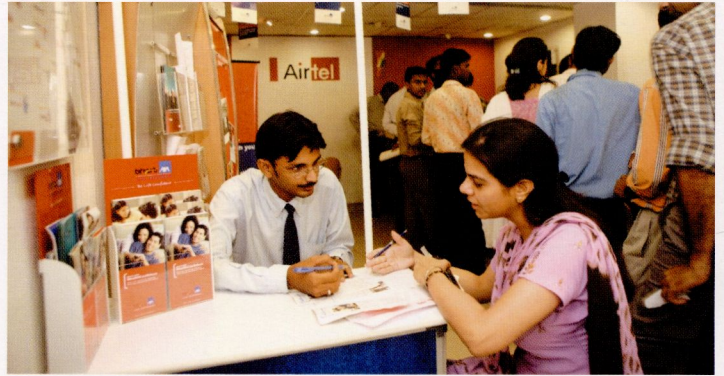
FINANCIAL SERVICES

Telecassurance



Meeting a financial and insurance advisor to plan your investment is no longer going to be a long drawn-out affair. You can now walk into comforting ambience of Airtel Relationship Centers (ARCs) and take your decision in consultation with Bharti AXA advisors. ARCs no longer limit themselves to the service of the telecom customer. In a one of its kind distribution initiative, better known as 'Telcassurance', Bharti AXA has struck a deal to distribute its products through the ARCs. A presence in the ARCs would enable the company to pitch its products to existing and potential Airtel subscribers.

Bharti AXA kicked off this innovative initiative entering 50 ARCs in Mumbai, New Delhi, Bangalore, Chennai, Kolkata and Hyderabad. Bharti AXA plans to expand its presence to over 700 ARCs in the country by next year.



▲ Bharti AXA insurance advisor interacting with a customer at a Airtel Relationship Center

Dabbawallas' Assurance

Bharti's bond with the Mumbai Dabbawallas continues. Close on the heels of Airtel's innovative business partnership with them to sell new mobile connections, Bharti-AXA Life Insurance has now sought to reach them in a new way. This time round, however, not as business partners but as customers. The company has launched its first social product GroupSuraksha with 1050 Dabbawallas and over 2000 domestic and unorganised workers in the city as its first customers. The one-year renewable group term product is designed for co-operatives, institutions and NGOs operating in rural and social sectors. This provides financial security to families of the members of the Group in the unfortunate event of death of a member. The product, which does not require medical underwriting, offers a

Bharti AXA Investment Managers

Bharti Enterprises has entered an agreement to rollout yet another joint venture with global insurance and fund management leader AXA. The proposed joint venture will establish an asset management company in the country. This will expand the investment offerings to the customers from the Bharti AXA stable to establish it as a significant player in the Indian financial sector.

'free-look' option and allows the customer to pay premiums in annual, semi-annual, quarterly or monthly modes.

If the partnership with Airtel keeps adding to the Dabbawallas' income, Bharti-AXA's product is providing security to their families.



GROUP BRIEFS



▲ Sunil Bharti Mittal with Jersey Airtel Team

Airtel has entered the Channel Islands. The picturesque island of Jersey, located 100 miles south of mainland Britain and just 14 miles from the coast of France, has been introduced to Airtel's services. Jersey Airtel offers its services under the Airtel-Vodafone brand over its full 2G, 3G and HSDPA enhanced network. The innovative services are being offered on simple and easy to understand price plan.



▲ Mr Mittal at the Airtel-Vodafone retail outlet in Jersey



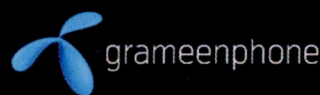
▲ Rakesh Bharti Mittal flagging off the consignment carrying the 20 millionth phone from the Ludhiana facility. Also seen in the picture is Pawan Kapur

20 Millionth Phone

Bharti Teletech crossed a significant milestone recently, when its Ludhiana manufacturing facility shipped its 20 millionth phone. It is the first such facility in India to achieve this landmark. The unit, which manufactures telephone instruments under both Beitel and GE brands, has set new global benchmarks in productivity too. The ISO 9000 state-of-the-art plant, which has a capacity of 3 million telephones produces a record 42 phones per person. Starting as a small manufacturing unit in 1987, the Ludhiana unit has truly turned into a world-class manufacturing centre.

Bharti Teletech commands a market share of about 60% in the domestic market, offering a portfolio of 45 models across different price ranges. Besides catering to the domestic markets, its products are also being exported to 30 countries across the globe.

Easy BillPay



Mobile subscribers of Grameenphone, the leading telecom operator in Bangladesh, no longer queue up at the bank counters or utilities offices to pay their bills. They have Bharti Telesoft's mPay solution - an easy to use, reliable and secure mobile payment service to thank for that. The solution from the Indian company, branded as BillPay by the service provider, requires the subscriber to register for the service to tie their third party billing account (e.g. gas or electricity) to their mobile number. Customers receive their bill notifications over SMS and then proceed to the nearest Grameenphone retail outlet to pay the bill. The retail outlet just transmits the details, such as the utility bill company code, customer code, bill number and amount, via a USSD string to the mPay system. Both the retailer and the subscriber receive a confirmation of successful completion of the transaction.

GROUP BRIEFS

Learning Resources

In rapidly expanding companies, gap in employee skills at different levels remains a critical issue. Two Group companies – Bharti Airtel Services Limited (BASL) and Bharti Resources Limited (BRL) are precisely trying to address this gap. BASL is focussed on sourcing and enhancing productivity of over 20,000 frontline employees of Bharti Airtel. It also designs and implements learning and development solutions for a large number of people employed with Airtel's associates or channel partners.

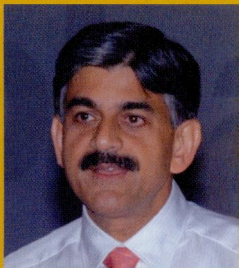
Similarly, Bharti Resources is trying to develop end-to-end learning and development solutions for other Group companies to enhance their customer experience. The Company provides solutions covering the entire spectrum of employee training. It has set up Bharti Resources Learning Centres (BRLCs) to provide higher order employability skills and launched vertical specific programmes targetted at meeting manpower gap in particular sectors. Apart from Group companies, Bharti Resources also caters to other leading corporates.



▲ A Bharti Airtel Resources Training Programme in progress

Enter Bharti

In a year of exponential growth and rapid business portfolio diversification, two new faces have entered Bharti's senior management rungs.



Inder has taken over as Group Director, Human Resources – Bharti Enterprises. As a member of the Bharti Management Board (BMB), he will be primarily responsible for Human Resources and integration for the Group. Inder has moved into this key role from Arcelor Mittal, where he served as the Executive Vice President-Human Resources and was a member of the Group Management Committee. He played a significant role in the successful integration of all acquisitions done by Mittal Steel over the last eight years in Americas, Western and Eastern Europe, Africa and Central & South Asia.

◀ Inder Wallia



▲ Sandeep Dasgupta

Sandeep has joined as the CEO of the new asset management JV between AXA group and Bharti Enterprises, Bharti AXA Investment Managers Private Limited. Sandeep brings with him 20 years of experience in leading firms like ICICI, HSBC and ENAM Consultants. Prior to joining Bharti AXA Investment Managers, Sandeep was the CEO of Deutsche Asset Management for six years.

Direct-to-Home

Bharti Telemedia, a subsidiary of Bharti Airtel, is planning to launch the Direct-to-Home (DTH) services by the last quarter of FY 2007-08. The company has received the license for commencing its services from the Union Ministry of Information & Broadcasting. The company is setting up state-of-the-art infrastructure near Gurgaon for the purpose of unlinking and broadcast. To be launched nationally, the DTH services will add immensely to Airtel's existing bouquet of offerings.



Knowledge Transfer



▲ (L-R) Sudhir Bhargava, Principal Secretary of Education, Government of Rajasthan and Badri Agarwal, President, Bharti Foundation

As it gathers experience and expertise through its Satya Bharti Schools, Bharti Foundation explores new ways of strengthening primary education at the grassroot level. It seeks to bring its knowledge and best practices in teaching to village-based schools. In a unique initiative, it has signed an MoU with the Government of Rajasthan to partner 50 government primary schools towards improving the quality of education. This School Improvement Programme complements the Foundation's

big initiative towards setting up 1000 primary schools for underprivileged children. This rare instance of public-private partnership in education will help in substantially improving the quality of education in the remote village schools in Rajasthan.

Bharti Foundation is currently in dialogue with other state governments for a partnership to bring more government schools under the School Improvement Programme.



Sharing is Caring

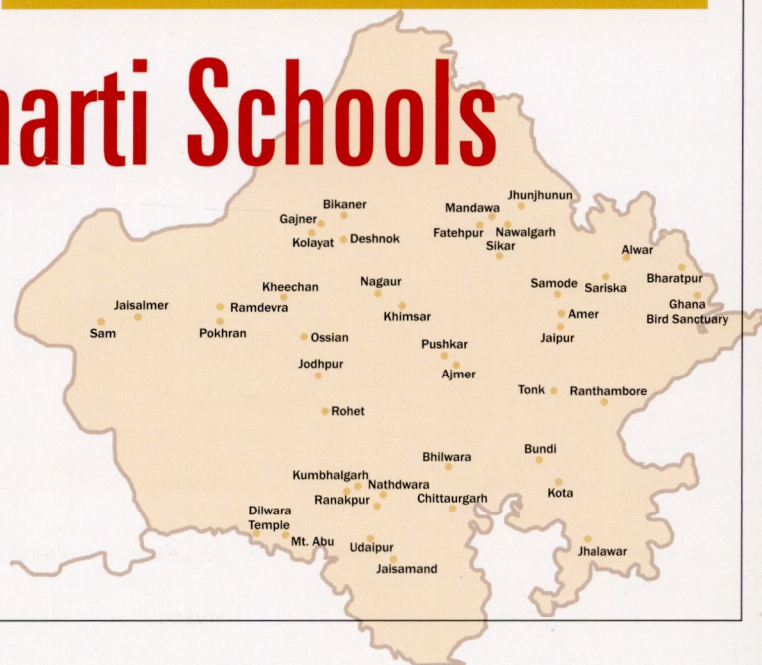
Sunil Bharti Mittal donates Rs 4 cr for education of under privileged

In a rare gesture of philanthropy, Sunil Bharti Mittal has donated Rs 4 cr from his salary bonus towards education of underprivileged children in the villages. In view of its expertise in the arena of primary education, Bharti Foundation will administer the donation.



Satya Bharti Schools in Rajasthan

After the phenomenal success of its Satya Bharti Schools in Punjab, Uttaranchal & Haryana, Bharti Foundation is moving into Rajasthan. To begin with, the Foundation will be setting up its primary schools in the district of Jodhpur. It has identified Bawarla, Sopra, Belwa Ranaji and Tena to be the first set of villages to have the Satya Bharti Schools. More than 100 schools are being planned across the state. The Foundation would be seeking to replicate its success in the State of Punjab.



MAKING A DIFFERENCE

“

Lalitha Bai has made a difference to the lives of the village women.
Cooking is no longer a smoke-filled, suffocating job

”

Stove Mother

Bharti promotes people, who lead by their acts of innovation and fortitude. CII-Bharti Women Exemplar Awardee Lalitha Bai is one such inspiring figure, who is making a difference to the lives of rural women through her smokeless stoves.

She is instantly recognised as 'Volay Amma' or the 'Stove mother'. One of the recipients of the CII-Bharti Woman Exemplar Awards for this year, forty-five-year-old Lalitha Bai has got this

name from the buyers of her smokeless stoves that are today making a huge difference to the lives of women in rural Karnataka.

Burning firewood is one of the major contributors of global greenhouse gas emissions and each year 1.6 million people worldwide, primarily women and children, die prematurely of respiratory diseases caused by these fumes. Volay Amma was determined to make a difference in this area.

The wood burning smokeless stove that costs Rs. 200 is gaining popularity with each passing day and has also established 'Volay Amma' as an entrepreneur. For Amma, however, her 'stoves' stand for something more substantial than her entrepreneurial success. They are changing

lives of rural women in Karnataka like never before. Cooking is no longer the smoke-filled suffocating job that it once used to be. She fondly remembers the day five years back when she was first initiated to this rather unusual profession of stove making. She hasn't looked back since then.



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

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