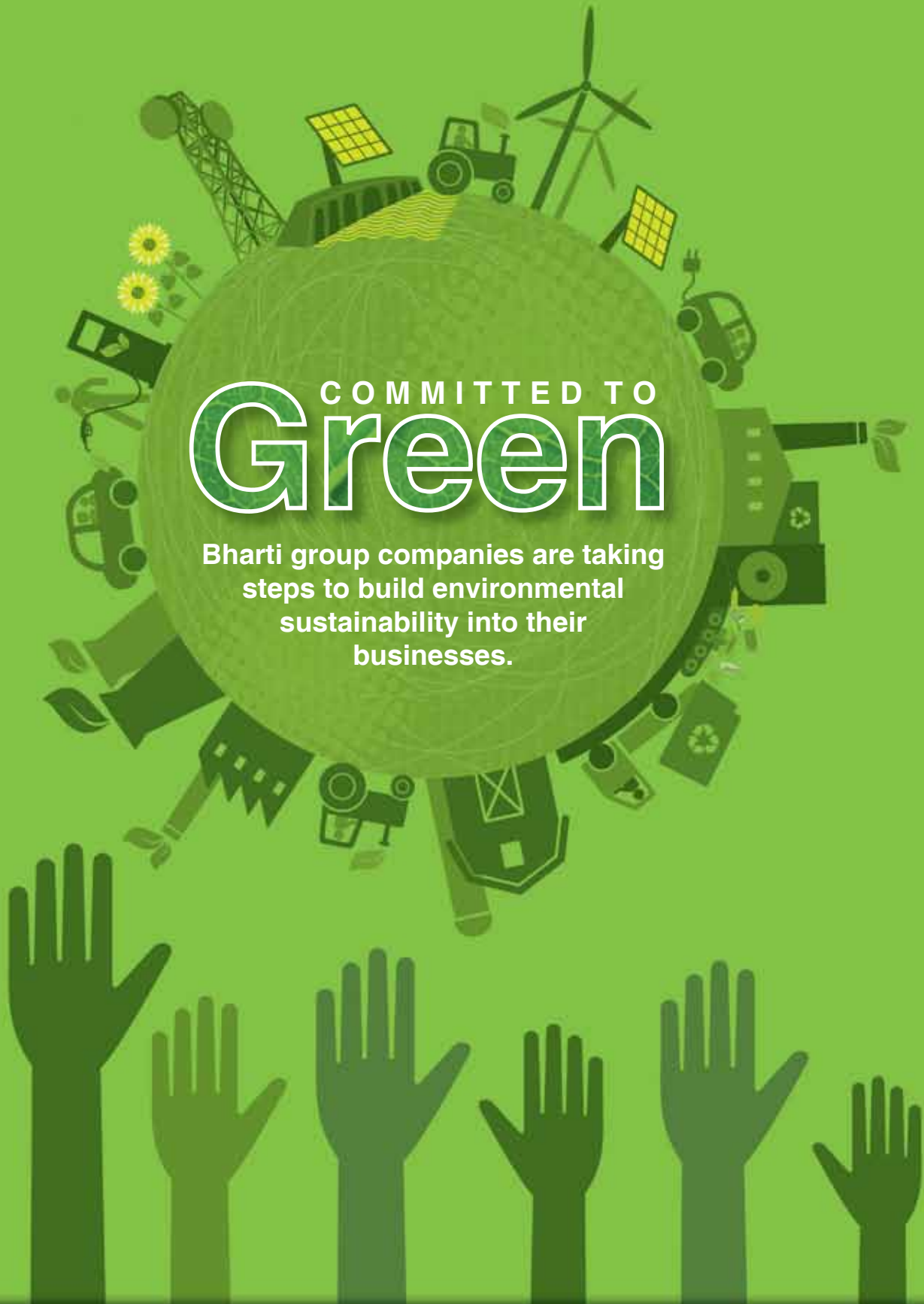


The in-house magazine of Bharti Enterprises

bharti TODAY

Vol-16, Issue 2, 2012



COMMITTED TO Green

Bharti group companies are taking steps to build environmental sustainability into their businesses.

Chairman's Notes



Dear Colleagues,

The last few months have been eventful for us. Bharti Airtel launched India's first 4G services in Kolkata. With 4G offering super fast internet speeds, we look forward to the next wave of transformation – unlocking new opportunities and enriching the internet experience for users. We also launched our first greenfield operation in Africa in Rwanda to an encouraging response in the country.

We are definitely living through exciting times and will continue looking for opportunities to consolidate our global leadership position in telecom in the coming days. As we expand and consolidate our market footprint, as a conscious corporate citizen we are also taking steps to ensure that our business objectives are met in a manner that is environmentally sustainable.

In view of the diversified nature of our businesses, the approach towards sustainability has been a multi-pronged one for us. From increasing reliance on renewable sources of energy to power our telecom towers, and efficient waste management practices in production facilities of group companies, to going paperless in offices, we remain committed to leverage every possible opportunity to make a positive impact on the environment.

The initiatives taken by Bharti Infratel and Airtel Africa to usher in rapid transformation in the way they manage their energy requirements in remote locations lacking regular supply of electricity are commendable, setting a great example to industry peers. In fact, our thrust on sustainability was incorporated into the business model at the design stage itself. We pioneered passive infrastructure sharing in the industry- a practice that is being embraced by operators across the world today for its proven efficiency in terms of both cost and energy.

Over the years we have not only endeavored to reduce our carbon footprint through the value chain, but also encouraged our customers to be partners in this, by incentivizing initiatives like e-bills and plastic recycling. It's heartening that these efforts are being acknowledged at both national and international forums through awards and accolades.

Best wishes,

Sunil Bharti Mittal

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COMMITTED TO Green

Bharti Group's initiatives to reduce carbon footprint

The list of environment friendly practices adopted by Bharti group companies is a long one. Every group company has adopted a low carbon philosophy and is taking definitive steps to improve its energy efficiency.

Airtel India's e-bill initiative **saves 24,000 trees** per year

Airtel Africa **reduces complete diesel reliance** in 50% of its telecom sites

Plastic use **reduced by 300 kgs** at Bharti Retail stores last year

5 million units of **back up power** generated by Infratel's solar capacity per year

LEED pre-certification for Bharti Realty's future projects



Bharti Infratel's green signal

Bharti Infratel has time and again established itself as a pioneer in deploying green energy technologies within the telecom infrastructure space. One of the largest telecom tower companies in India, it generates more than 5 million units of back up power every year through its solar capacity.

What has vaulted Infratel to national and international acclaim as a green company is its Green Towers P7 project. Launched in early 2010, Green Towers P7 is considered to be one of the largest projects within the telecom tower infrastructure industry to use alternate, renewable and energy efficient technologies to power its tower footprint.

Green Towers P7 aims to reduce diesel consumption by around 58 million litres per year and carbon dioxide emissions by around 150,000 metric tonnes per year through a comprehensive energy management plan.

The plan combines seven energy efficiency sub-projects deploying cleaner energy technologies, which not only help reduce carbon emission and noise pollution, but OPEX by up to 25% as well.

Infratel recently signed a Memorandum of Understanding (MoU) with GSM Association (GSMA) to jointly develop and promote green technologies for telecom tower infrastructure. GSMA is a global organization which represents the interests of mobile operators and the broader mobile ecosystem.

Under the MoU, Infratel will put up 1000 sites for assessment by GSMA to reduce greenhouse emissions by a further 11,000 metric tonnes. In effect, this translates to saving approximately 50,000 trees!

In collaboration with Infratel, Airtel initiated its program GOOD (Get Out Of Diesel) in 2010. GOOD is a focused effort to reduce diesel consumption and increase reliance on cleaner technologies and fuel at various sites. Under this programme, Airtel is tapping into solar power, fuel cells and biomass based electricity to meet part of its energy requirement in Bihar, Andhra Pradesh, Haryana and Uttar Pradesh.

In Bangladesh, Airtel has installed energy efficient base station equipment and is increasing its dependence on solar power. It has already launched five solar sites and there are ten more in the pipeline.



Green Towers P7 Highlights



Over 1250 sites employ alternate energy sources such as solar power with annual savings of 6.9 million litres of diesel



Energy efficient Integrated Power Management System (IPMS) and variable speed DC generators (DCDG) in 3500 sites reduce annual diesel consumption by 1.2 million litres



Free Cooling Units (FCU) implemented in 5200 sites leading to an annual diesel saving of 4.1 million litres



Infratel's 6 mega watt solar installation on the Airtel tower network is India's largest.

Awards and Accolades for Green Towers P7



- Green Mobile Award at the 2011 GSMA Mobile World Congress in Barcelona
- CII's National Award for Energy Management 2011, as the most innovative product/service
- The 2010 Innovative Infrastructure Company of the Year Award, at the CNBC Infrastructure Awards

Airtel's environment friendly initiative

e-bills bear fruit

In 2005, Airtel India launched e-bills and has since incentivized paperless billing. The initiative has met with huge success.

Today, over 2 million e-bills are sent per month saving 24,000 trees annually. With e-bills, not only are trees saved, sometimes they are planted too! Airtel India's Andhra Pradesh circle launched the Green Code Mission where, in collaboration with the state government it is gifting a sapling to every customer opting for e-bill. The initiative has caught on in a big way with about 60,000 customers having already opted for e-bills in the state.

Airtel Sri Lanka has reduced its carbon footprint by about 22% against the total base through e-bills.

Hot ideas!

This year, Airtel Sri Lanka clocked in innovation in the 2012 calendars it distributed! To mark World Environment Day (observed on June 5), the month of June has been printed on chilly seed paper! Crush the paper and plant it and voila you have your own chilly plant!



A low carbon philosophy

Airtel Africa's commitment to energy efficiency is evident in the impressive list of facts and figures that it has managed to notch up in the last one year.

Reduced the number of telecom sites running entirely on diesel by over 50%

60% of the sites are powered by the Hybrid Battery Bank model.

By next year, this will increase to 70%.

By 2013, the plan is to ensure that no site is solely diesel reliant.

A Hybrid Battery Bank model affords almost 14 hours of diesel-free power.



Abdul-Hakeem Olasewere, General Manager of Networks Operations at Airtel Nigeria, with journalists during the official commissioning of Solar Energy base stations at Lagos, Nigeria.

Puffin conservation campaign

Airtel Channel Islands was involved in using its technology to enable Alderney Wildlife Trust and the RSPB to monitor the migratory patterns of one of the Channel Island's most iconic images, the Puffin. Puffins arrive at the Channel Islands in the winters and start their annual migration to the North Atlantic in summers.



Bharti Realty's future building

Green is not niche but the future way of doing business, a fact reiterated by Bharti Realty through its green building designs. Its buildings incorporate processes which are environmentally responsible and resource efficient: from setting, design, construction, operation, to maintenance and renovation.

Bharti Realty adopts sustainable ecologically-neutral technologies in its projects. Its buildings implement water efficient equipment and onsite water management for optimized water use, and well designed high-efficiency chillers, hot water generators and air conditioners which reduce pollution during operations. It comes as no surprise then that the Airtel Centre, Gurgaon, India designed by Bharti Realty is one of the very few buildings in India to have a 2-star rating under the Bureau of Energy Efficiency's star rating programme.

Bharti Realty also plans to obtain LEED (Leadership in Energy & Environmental Design) rating for all its forthcoming developments. It has started working towards this with two of its upcoming projects obtaining LEED pre certification already. LEED buildings with their sustainable design will be around 30% to 40% more energy efficient than conventional buildings. LEED is an internationally recognised Green building certification system which recognises a building's environmental sensitivity.



Worldmark at Aerocity in New Delhi, a Bharti Realty upcoming project is the first retail development in India accredited with the highest rating of a LEED Platinum pre-certification.



Pavilion Mall, Ludhiana in Punjab, India is one of Bharti Realty's upcoming projects. It is the first retail development in the country which has been accredited with LEED Gold pre-certification.



Recycle. regenerate.

In solving the problem of toxins and e-waste, Airtel and Comviva are conscientious about handing over e-waste to certified companies. Comviva hands over its e-waste to Greenscape Eco Management. Airtel's e-waste management scope includes network and field e-waste and complies with WEEE norms.



Bharti Retail's plastic recycling campaign.

The commitment to recycle extends to paper and plastic as well. Comviva, for instance gives its waste and used papers to an NGO called Prakash Environmental Group (PEG), and receives handmade products against the value.

Similarly, plastic recycling is a mandate followed seriously by Bharti Retail. Its 'easyday' Market stores and 'easyday' stores partnered recently with one of India's leading FMCG (Fast Moving Consumer Goods) companies to promote plastic recycling among consumers. With the help of an NGO specialized in waste management, it also spread awareness around the merits of plastic recycling.

This initiative ran for three months across 31 outlets in the National Capital Region, India. More than 15,000 customers participated in this program, collecting plastic bottles, pouches and squeeze packs. These were then redeemed at the stores with discount coupons.

Offices 'green' up



A smart building design ensures optimal use of natural light at the Airtel campus in Gurgaon, India.

The impact of green principles is increasingly becoming ubiquitous to the way group company offices function. Bharti group companies have embraced environmentally friendly architecture, supplies and attitudes. Most group company offices use natural lighting as much as possible; and configure their printers to dual side printing to reduce paper consumption.

The Airtel campus in Gurgaon, India has installed a Solar Hot Water Generator to fulfil hot water requirement significantly. The office has also installed Variable Frequency Drives in the Air Handling Unit (AHU), which has resulted in a further 10% increase in the efficiency of its cooling system. Lighting Energy Savers (LES) across Airtel facilities in the National Capital Region alone on the other hand have reduced energy consumption in the range of 10-25%. These measures have resulted in savings of 850,000 units of electricity per year for the company.

To reduce resource usage (paper, toner, and cartridge) and increase the lifespan of existing assets while making operations more efficient and cost effective, Airtel India undertook a major internal IT programme – e-tize. Started in 2007, e-tize revamped its processes and systems and reduced the dependence on paper significantly. It has also implemented a 'Secure Print' solution – an automated queue-management based secure printing solution which has led to an annualised saving of around 8 tonnes of paper.

In a similar vein, Centum Learning in its attempt to go paperless, has made its induction module, newsletters and employee quizzes web-based. Additionally, Centum has pledged to plant a sapling for every "Like" on the Facebook page for Centum U.



Eco friendly evolution

Bharti group companies' stores, factories and facilities also implement effective measures to conserve energy and resources.

If you've been to Bharti Walmart's cash-and-carry stores or Bharti Retail's 'easyday' outlets you'd vouch for the positive energy around them and literally so! To monitor and reduce power consumption, the stores implement energy management systems, such as energy meters, and temperature and lighting controls; energy efficient compressor systems, and automated cold room lights.

FieldFresh is acknowledged as the pioneer of Thermal Energy Storage systems in India's beverage industry. The Thermal Energy Storage systems implemented at the manufacturing unit at Hosur in the Southern state of Tamil Nadu, helps reduce energy consumption by 15%. An environment-friendly initiative, it lowers both refrigerant charge and greenhouse gas emission.

Similarly, at its Ludhiana factory, Beetel has installed a rainwater harvesting system, a 40KL sewerage treatment plant for zero discharge and natural lighting to reduce dependence on lighting during the day.



The sewerage treatment plant at Beetel's Ludhiana factory.

The waste outlet from washrooms and the canteen is treated at the sewerage treatment plant. The clean water is then used for gardening, and cleaning the factory premises.



Women from village Geejgarh in Jaipur, India sewing cloth bags for Bharti Walmart stores.

To reduce plastic bag consumption, Bharti Retail launched its cloth bags programme in 2010 across 'easyday' stores. Between 2010 and 2011, the average store consumption of plastic reduced by over 300 kgs per store! The plan is to reduce plastic consumption by a further 33% by 2013.



The initiative has another dimension to it – supporting the livelihood prospects of underprivileged women. By purchasing these bags, customers help provide livelihood opportunities to 2,500 women in village Geejgarh in Jaipur, India.



Leading by example: Rakesh Bharti Mittal plants a sapling at the Government Satya Bharti Adarsh Senior Secondary School in Punjab.



Spreading the green cheer

Environment awareness campaigns are becoming popular across group companies.

Bharti Retail's and Bharti Walmart's efforts in this direction are commendable. Under its 'Store of the Community' program, about 1200 associates volunteered across 128 stores, planted and distributed 23,000 saplings. Bharti AXA also held a sapling plantation drive in Kanpur as part of its CSR drive, while Comviva maintains a Green Belt in Gurgaon, Haryana.

As part of Airtel's 'Go Green' campaign, more than 50 children were invited to plant saplings in Jaipur, Rajasthan. Encouraging children to take part in environment initiatives is not limited to Airtel alone.

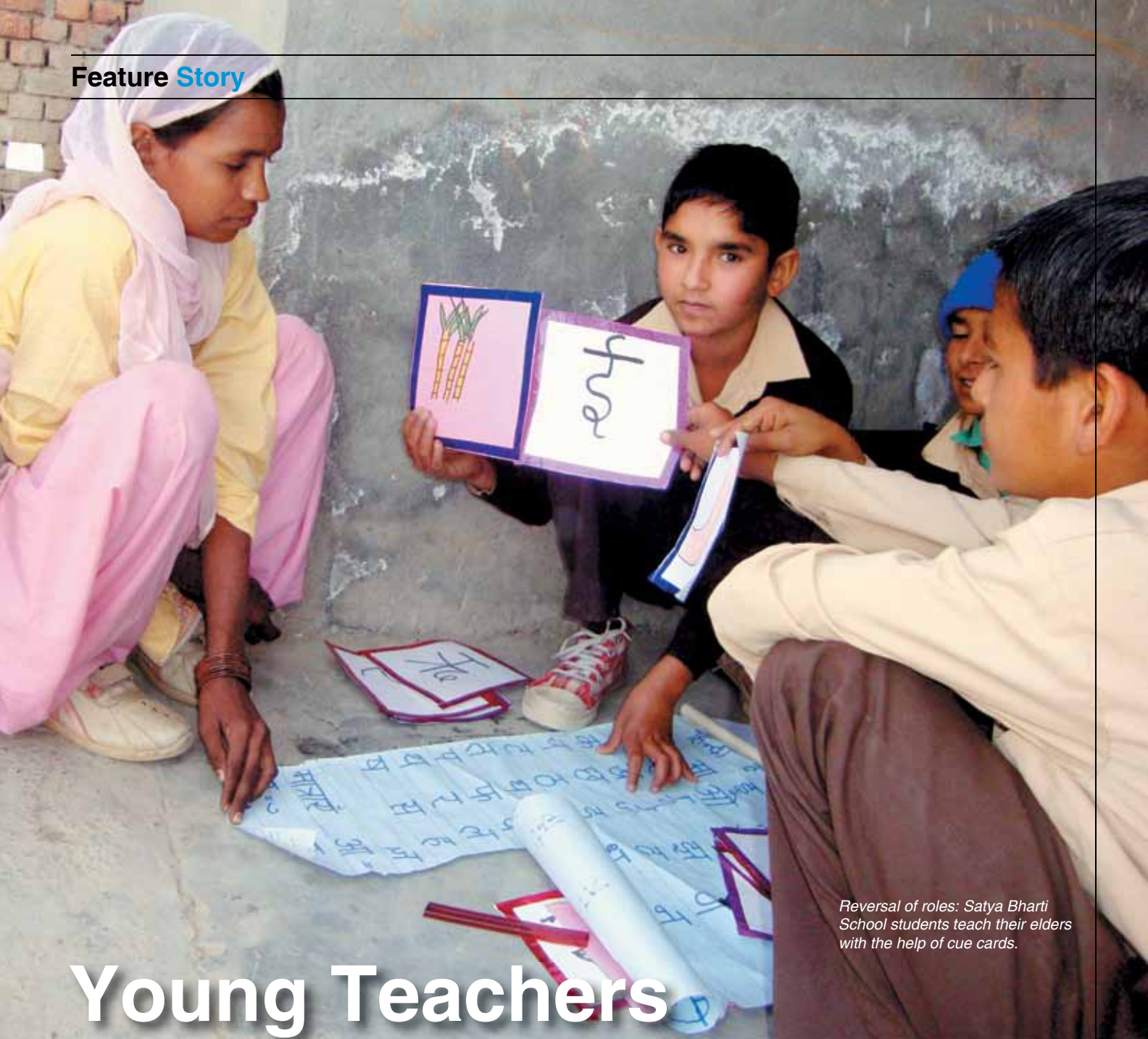
Comviva employees plant saplings on World Environment Day.



Airtel Rajasthan's plantation drive.

Students of Bharti Foundation's Satya Bharti Schools have participated in plantation drives and also successfully mobilized local communities for participation in these drives.





Reversal of roles: Satya Bharti School students teach their elders with the help of cue cards.

Young Teachers

At age ten, the class V students of Satya Bharti School, Adhon, Haryana launched the Adult Literacy Programme last year. The programme has won several accolades and lives up to Satya Bharti School's transformational objectives.

It's noon, and the *Anganwadi* or mother and child care centre at Adhon village is buzzing with women. To our pleasant surprise, many of them have taken time out from household chores and have assembled specifically for the Adult Literacy Programme (ALP). They are pouring over learning charts and educational cue cards, repeating the letters after their young tutors, while some are bent diligently over slates learning to sign their names.

Adhon is primarily an agricultural village in the north Indian state of Haryana with low literacy rates. The students of Satya Bharti School, Class V initiated the

Adult Literacy Programme to address this issue. With guidance and support from their teachers, the students have been teaching basic reading and writing skills to community members since the program commenced last August.

"Most people in the village are not educated. They face a lot of problems because of this. They are cheated by traders, don't understand what they are signing, and sometimes they are sold expired products. Our head teacher pointed this out to us and it is with her guidance that we started the Adult Literacy Programme," says Santosh, one of the students of the batch.

Feature Story

The students' resolve is reminiscent of what Martin Luther King Jr. had once famously said about faith. He'd said that 'faith is taking the first step even when you don't see the whole staircase.' This is how the campaign was born. It was initiated with a literacy survey conducted by the school, where each and every household in the village was counted and assessed. The teachers then shared these dismal results with the class V students, who pledged they would try to improve the situation.

"We pay a lot of attention on involving our students in the community's concerns and needs from an early stage. With the right support and guidance they are becoming change agents within their community," says Sushma Mohan, the head teacher of the school.

The students along with their teachers held meetings with the Panchayat members to get the necessary permissions, support and space for ALP to be implemented. Once the groundwork was laid, they proceeded to design specific teaching learning material such as letter cards, alphabet charts, and flash and picture cards to help with the teaching.

Today the programme has proved to be as effective as it is becoming popular – almost 35 adults have learnt to sign their names and another 25 have joined the programme.

This is not the only reason why the community of Adhon is eager to narrate stories about this programme. There is another point of pride – the campaign received a jury



The power team: Students of class V, Satya Bharti School, Adhon.

mention from among 30,000 contenders from across public and private schools at the Design for Change Contest.

Two students from the batch, Anju and Santosh travelled to Ahmedabad, Gujarat, to receive the honour on behalf of their batch. It is a day recollected with pride. They count amongst the first in the village to have travelled so far from Haryana.

In all, twelve Satya Bharti Schools were shortlisted for awards in different categories at the contest. Design for Change is a pan-India competition organized by the Riverside School. It seeks to encourage community development activities by children and felicitates some of the most impactful ones at the annual contest. ■



Since the launch of the Adult Literacy Programme, 35 adults in the village have learnt to sign their names.

Learning the letters: Women gather at the Anganwadi at Adhon.



Airtel unleashes 4G in India: (left to right) Sunil Bharti Mittal, Hon'ble Union Minister for Human Resource Development and Communications and Information Technology, Kapil Sibal and Sanjay Kapoor at the launch event.

Airtel brings super fast 4G to India

Takes India's telecoms revolution to its next stage

The internet experience in India will never be the same again! Bharti Airtel began a new chapter in India's telecom revolution by launching 4G LTE (Long Term Evolution) in Kolkata, recently. Incidentally the country's first mobile call was also made from the city in 1995.

4G signifies the fourth generation of mobile broadband that offers lightning fast internet speed. On an average, LTE offers ten times the current wireless speeds available to users. The big deal however is that it offers much more than just speed – it is a technology evolution with the potential of transforming lives.

4G promises to simplify our digital lives, making it more efficient, responsive and interactive. If this seems like a tall claim, sample this: with peak download speeds of up to 100 mbps, users will be able to download movies in a matter of minutes and watch streaming HD videos without the pain of long buffering. And with upload speeds of up to 40 mbps, users will be able to load high

definition videos and share with friends and family living half way across the country or even the world in a matter of minutes.

It is also anticipated to facilitate the introduction of new services in areas that have not yet been fully explored for wireless services interaction in India, including consumer electronics and appliances, health care and public utilities. 4G services will also contribute to the Government's vision of Broadband on Demand and of building India's digital economy.

In the next few months, Bharti Airtel will launch 4G LTE in Bangalore, Pune and Chandigarh. According to industry estimates, by 2016, 6% of all mobile connections will have 4G connection, creating 36% of the total mobile data traffic.

LTE is the global standard for 4G, supported by all major players in the industry. It is the fastest developing system in the history of mobile communication. ■

Airtel launches service in Rwanda

Expands market presence with greenfield operation

Airtel Africa recently launched 2G and 3G mobile services in



Connecting Rwanda: (left to right) Manoj Kohli, Hon'ble Prime Minister of the Republic of Rwanda, Pierre Damien Habumuremyi and Airtel Rwanda Country Manager, Marcellin Paluku, at the launch of Airtel services in Kigali, Rwanda.

Rwanda, expanding its Africa footprint to cover 17 countries. This launch strengthens the company's presence in East Africa with prior operations covering Uganda, Kenya and Tanzania.

The Rwanda launch marks the fastest greenfield launch in the history of Sub-Saharan Africa, with the network being built from scratch in only 83 days! Airtel Africa was awarded the license by the Rwanda Utilities Regulatory Agency (RURA) last year.

The Rwandan market holds immense potential. It counts among the fastest growing telecom markets in Africa with mobile penetration below 40 percent. Hoping to expand fast in this largely unexplored market, Airtel has earmarked investments worth 100 million USD over the next three years. It has partnered with Ericsson to manage its network end-to-end and with IBM to deploy and manage its information technology infrastructure. ■

Phone becomes health consultant

Airtel Africa customers to receive health advice on phone



Airtel Africa has partnered with VER SE Innovation to develop its mobile health (mHealth) platform further. Through this partnership, the two companies are looking to provide low cost and accessible mobile health services in Africa.

This is a much needed initiative in the continent since a majority of its

population faces severe challenges in accessing quality healthcare, either due to the high expenses involved or due to the scarcity of medical facilities and professionals.

As a preview to the health services to be offered, the partnership announcement was marked with the launch

of 'Mobile Health Tips'. Users can subscribe to this service for advice on medical conditions, parenting, health and beauty. As part of a longer term and holistic vision, Airtel plans to roll out 'Call a Doctor', 'Drug Authentication', 'Medical Directory', and 'Hospital Reminder & Insurance Alerts on SMS'. ■

3G cheers to Airtel Africa

Airtel Africa is fast becoming the operator with the widest 3G footprint in the continent with launches in Congo B, Zambia, Ghana, Sierra Leone, Kenya, Rwanda, Nigeria and Tanzania. ■



Airtel Money gains currency

Recharge accounts, pay bills and shop to your hearts content with Airtel Money

With its apt tagline “it’s not just about the money”, the Airtel Money payment service offers users a host of cash-free shopping and payment options at select local retailers, shopping malls and restaurants. One can also avail this service to pay utility bills and phone recharges; and to make online transactions.

High on the convenience factor, activating the service is fairly simple: all you need to do is visit your nearest Airtel money retailer and fill in an application and submit the requisite ‘Know your Customer’ (KYC) documents which will get you an active Airtel Money SIM application. You can

load up to INR 10,000 on a daily basis into your Airtel account after which it is all about swipe and shop! There is no reason to fret for chronic shoppers either - the service allows you to keep a close tab on how much you have spent. Besides, the Airtel Money experience is guaranteed to be completely safe and secure.

Airtel Money was recently launched as a pan-India service after a successful pilot phase in parts of Haryana, Uttar Pradesh and Delhi. It is also simultaneously being rolled out in Africa. ■



Airtel Lanka aces speed test

Telecommunications Regulatory Commission’s (TRC) monthly mobile broadband speed tests are a highly coveted measure of speed for operators in Sri Lanka. Pitted against incumbents, Airtel Lanka, the fourth entrant in the market secured the number one position in November, January and February. The three consecutive wins for Airtel Lanka come on the back of a six-month-long network upgrade. ■



Airtel-Centum launch Academie

Will lend expertise to Airtel Africa employees in customer service operations

Centum Learning and Bharti Airtel have launched Academie, the first ever academy across 17 countries in Africa to train candidates

on ways of delivering superior customer service. Academie will address the entire gamut of customer service operations in Africa in an attempt to align the brand values and experience of Bharti Airtel in India.

Focussed on ensuring last mile quality of customer services, the

training will focus primarily on upgrading knowledge, skills and attitudes of role holders in the customer service domain. This will be achieved through a systematic and sustainable approach integrating multiple delivery models such as e-learning, classroom training and on-the-job training. ■



Airtel Africa team members at the launch of the Academie.



fieldfresh

FieldFresh Foods broadens export portfolio

Starts shipping culinary and beverage products

While FieldFresh Foods has been exporting fresh produce for several years to the UK and mainland Europe, the company kicked off its export program for

its processed food and beverage business in February this year. The first shipment of Del Monte branded culinary products was dispatched to Maldives. The company

plans to export its beverage and culinary products to neighbouring SAARC countries such as Nepal, Bangladesh and Sri Lanka in the near future as well. ■

comviva

Hola! World

Comviva launches a social networking solution meant for every mobile subscriber



This year at the Mobile World Congress, Comviva unveiled its fun application platform Hola! With this product, accessing social networking and other interesting news feeds is no more just the luxury of a niche user group connecting with smart phones.

The platform offers users access to emails, sports updates, news feeds and to various social networking sites

such as Facebook, Twitter and LinkedIn. What differentiates Hola! from most other application platforms is that it opens the door to social networking and mobile browsing for all mobile users irrespective of whether they use smart phones or regular feature phones. It is a service which can be offered through a client downloaded on the device, or even as an SMS or USSD

service, thus covering the entire breadth of a mobile subscriber base. Once downloaded, Hola! can be updated for new functionalities and services.

Hola! is powered by Comviva's award winning WebAxxn, a cloud-based or network-based mobile application platform that enables service providers to develop and deploy applications and services on mass market handsets. ■



Infratel enhances efficiency

Launches Infratel Enterprise Suite, its all new customer portal 2.0



Infratel's Enterprise Suite (IES) ensures the 'anytime', 'anywhere' convenience of an online portal for its OpCo users who want to raise and manage their respective business requests on an end-to-end basis. IES will simplify and hasten

the entire process of requesting for a new cell site or cabinet expansion, whatever the need might be. The portal will also increase the convenience of exchanging relevant information between Infratel and its customer teams.

This initiative fits into Infratel's green commitment quite well too – by enabling paperless transactions, it will help save up to seven million sheets of office paper per year! ■

beetel's latest

Two high-on-feature, value for money devices launched



Beetel recently launched two affordable and feature rich devices – the GD 777 Touch Screen phone and its new tablet, the Magiq Glide.

The GD 777 is an attractive touch screen phone with a 3.5” screen size, a 5 MP camera which bundles in a unique touch screen experience and superior screen resolution. The phone also supports internet surfing, an FM radio, downloading capabilities and a number of infotainment features.

Magiq Glide is Beetel's

newest tablet and going by its features, it sure is a great tablet to have! Magiq Glide runs on Android 2.2, and boasts of a sim calling feature, an expandable 16 GB memory, a 7.0” WVGA screen, a 2 MP front and rear camera and a super fast 1 Ghz processor. It supports both WiFi and 3G. ■

Aid for Leukaemia patients

Airtel Channel Islands committed to raise funds for cancer research

Airtel Channel Islands employees have committed to a package of £12,000 of support to Leukaemia & Lymphoma Research, most of which will be used for key fundraising events, such as a golf day and

a Diva opera night. The involvement doesn't end at financial aid and in walking the extra mile, Airtel Channel Islands is also taking a management steer by nominating members of its senior staff to join the charity's local board.

This year, the Employee Communication Forum was also effectively leveraged to inform employees about the charity and brainstorm about potential fundraising activities. ■



Brimming with ideas: Channel Islands employees after the Employee Communication Forum discussion on fundraising activities.



Sunil Bharti Mittal, Anand Sharma, Hon'ble Minister of Commerce and Industry, Government of India (second from left), and Maxwell Mkwezalamba Commissioner for Economic Affairs, African Union Commission during the first IABC meet.

Sunil Bharti Mittal appointed Co-Chair of India Africa Business Council by the Indian Prime Minister

To play pivotal role
in strengthening India-Africa economic ties

Sunil Bharti Mittal was appointed by the Hon'ble Prime Minister of India, Dr. Manmohan Singh as the Co-Chair of the India-Africa Business Council (IABC) from the Indian side. In this role, he will lead the Council's India efforts to explore investment opportunities in Africa and strengthen trade and economic ties.

IABC was announced

by Dr. Manmohan Singh, during the India- Africa Forum Summit in May 2011, held in Addis Ababa, Federal Democratic Republic of Ethiopia. The Council's inaugural meeting was presided by Anand Sharma, Hon'ble Minister of Commerce and Industry, Government of India, and Maxwell Mkwezalamba, Commissioner for Economic Affairs, African

Union Commission this March.

Historically, India and Africa have shared strong trade and cultural ties and in the past few years there has been a significant increase in investment from India in Africa. Between 1991 and 2009/10 bilateral trade between India and Africa has grown from \$967 million to over \$39 billion. ■



Rajan Bharti Mittal was felicitated with the 'Leonardo International Prize 2011'. He received the award from the Italian President, Mr. Giorgio Napolitano (third from left).

Awards

RAJAN BHARTI MITTAL received the 'Leonardo International Prize 2011' from Comitato Leonardo - Italian Quality Committee, a leading industry association of Italy. He is the first Indian to have received this award.

AKHIL GUPTA was honoured with the 'Outstanding Contribution to the Sector' award at the Telecom Operator Awards 2012.

BHARTI AIRTEL was placed among the top 200 brands globally in the annual survey undertaken by Brand Finance, an international agency.

BHARTI AIRTEL ranked first in 'India's Buzziest Brands', a survey conducted by agencyfaqs, a media communication portal.

BHARTI AIRTEL bagged the 'Best National Mobile Operator', 'Best VAS Provider', 'Best Enterprise Services Provider' and 'Best Ad Campaign by an Operator' awards at the Telecom Operator Awards 2012.

AIRTEL MONEY won the 'Best Innovation' award at the Telecom Operator Awards 2012.

BHARTI AIRTEL won the 'Golden Peacock National Quality Award' for the year 2011.

AIRTEL DIGITAL TV (HD) was recognized as the 'Product of the year 2012', by AC Nielsen, an international research firm.

BHARTI INFRATEL was recognized as the 'Telecom Infrastructure Company of the Year' at the D&B - Axis Bank Infra Awards 2011.

COMVIVA TECHNOLOGIES received the 'Golden Peacock Innovation Award' for its WebAxn Solution.

CENTUM LEARNING received the 'Excellence in Training' award for the years 2010 and 2011, at the Employer Branding Awards, presented by World HRD Congress.

CENTUM LEARNING was featured in the 'Sales Training Companies Watch List' 2012 published by TrainingIndustry.com.

CENTUM LEARNING was featured in 'Training Outsourcing Watch List 2012' for the fourth consecutive year, published by TrainingIndustry.com.

BHARTI FOUNDATION was awarded the 'Best NGO for Excellence in Education' at Concern 2012 organized by The Associated Chambers of Commerce and Industry of India (ASSOCHAM).

BHARTI FOUNDATION received the 'Global CSR Award 2011-2012' in the category of Corporate Social Responsibility - Education, at the Blue Dart World CSR Day.

BHARTI WALMART won the 'IFCA Star-2011' award for its private brand 'Great Value' Navratan Mixture in the category of 'Structural and Graphic Design for Improved Aesthetics'.

DEL MONTE FOODS BUSINESS, FIELDFRESH FOODS PVT. LTD. was honoured for its innovative packaging with the 'Asia Star 2011-12' award organized by the Asian Packaging Federation (APF).



In focus

Tiemoko Coulibaly,
CEO - Airtel,
Francophone Africa

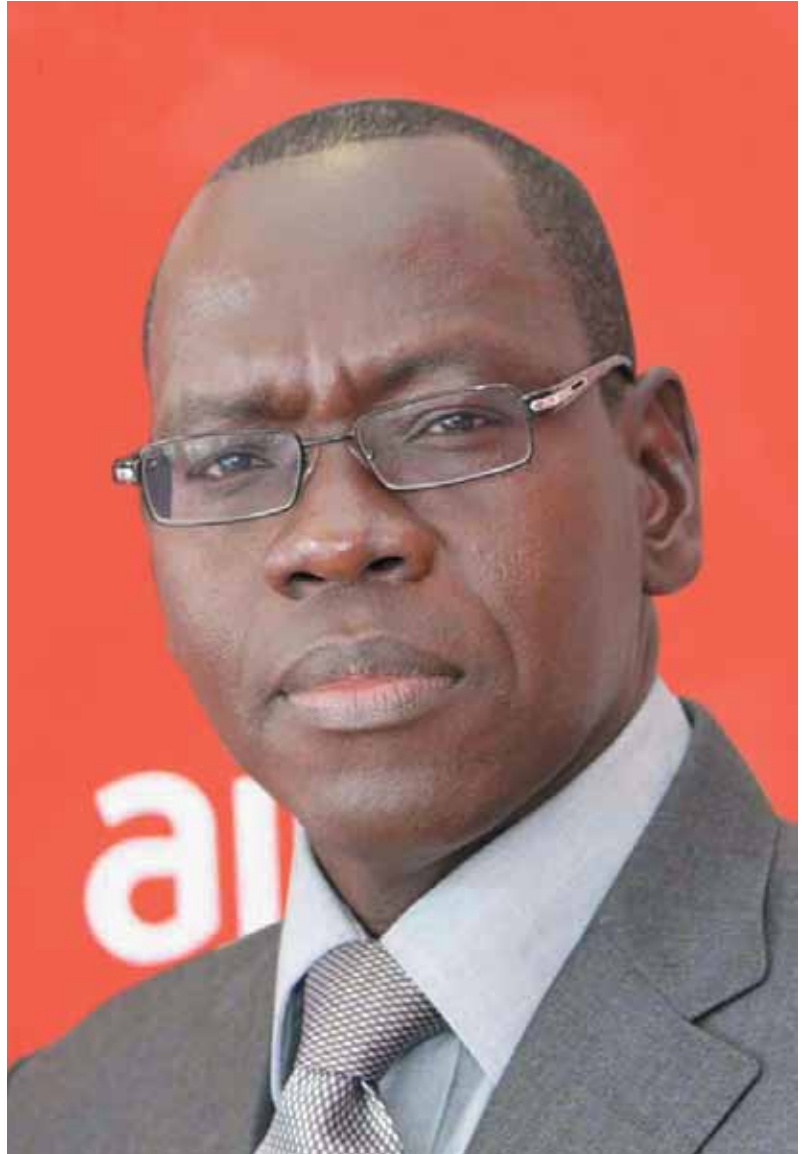
A veteran of the telecom industry, seasoned farmer, countryside lover, and an ardent football fan, Tiemoko Coulibaly is a versatile man with varied interests. He is also the CEO for the Francophone Africa Region at Bharti Airtel which includes Airtel's operations in Madagascar, Gabon, Congo Brazzaville, Democratic Republic of the Congo, Burkina Faso, Niger and Chad.

Tiemoko entered this role in 2010 and has been responsible for creating market traction for Airtel Africa's Francophone operations ever since. This is a task he and his team have carried out with much élan. Airtel today stands as the market leader in much of the region. "My team and I cut to the chase after the acquisition, keeping a keen eye out on opportunities to consolidate, strengthen and expand our Francophone leadership. We are also working consistently towards becoming the most loved brand across the region," says Tiemoko.

Teamwork, Tiemoko says is his tenet. "Employees make or break an organization. I consider them my strength and most valuable resource at work. Frequent training sessions are organized for their professional development. Also, during my visits to the individual operations, I make it a point to either meet employees or their representatives depending upon how much time I have at hand. I then try to communicate their grievances to the management team and discuss ways to have them addressed efficiently," he adds.

Born and brought up in Ivory Coast in West Africa, Tiemoko graduated from l'Ecole Supérieure de Commerce d'Abidjan (ESCA), one of the most famous business schools of the region. He has subsequently attended executive programmes in leading business schools in Europe such as IMD and London Business School. He has more than 23 years of industry experience in Africa, traversing a variety of roles in the FMCG (Fast Moving Consumer Goods) and telecom sectors.

He currently lives in Nairobi, Kenya with his wife, three-year-old daughter and two teenage sons. ■





Making heads turn!

A vibrant Airtel presence @ Mobile World Congress 2012

With an exciting line up of announcements, launches and discussion forums, the 2012 edition of the Mobile World Congress (MWC) proved yet again to be a thrill ride for everything mobile! This year it attracted more than 67,000 attendees including technology enthusiasts, entrepreneurs and experts from across 205 countries.

The youthful and vibrant Airtel chalet with its splash of colour and dash of warmth attracted quite a few visitors who were keen to understand the company's business, brand and bouquet of services. The Airtel chalet was inaugurated by Hon'ble Minister of Communications and Information Technology and Minister of Human Resource Development, Government of India, Mr. Kapil Sibal.

MWC is an annual three-day event for the mobile industry held at Barcelona, Spain. The theme this year was 'Redefining Mobile'.

Captions:

1. Visitors outside the Airtel chalet
2. Mr. Kapil Sibal, Hon'ble Minister of Communications and Information Technology & Minister of Human Resource Development, Government of India, inaugurates Airtel Chalet along with Sunil Bharti Mittal
3. (Right to left) Sunil Bharti Mittal, Kapil Sibal, Sanjay Kapoor and Manoj Kohli
4. Warm and vibrant, Airtel's was a chalet appreciated by all
- 5 & 6. Attendees get a better hang of Airtel's business



Address your contributions, thoughts and suggestions to:
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