

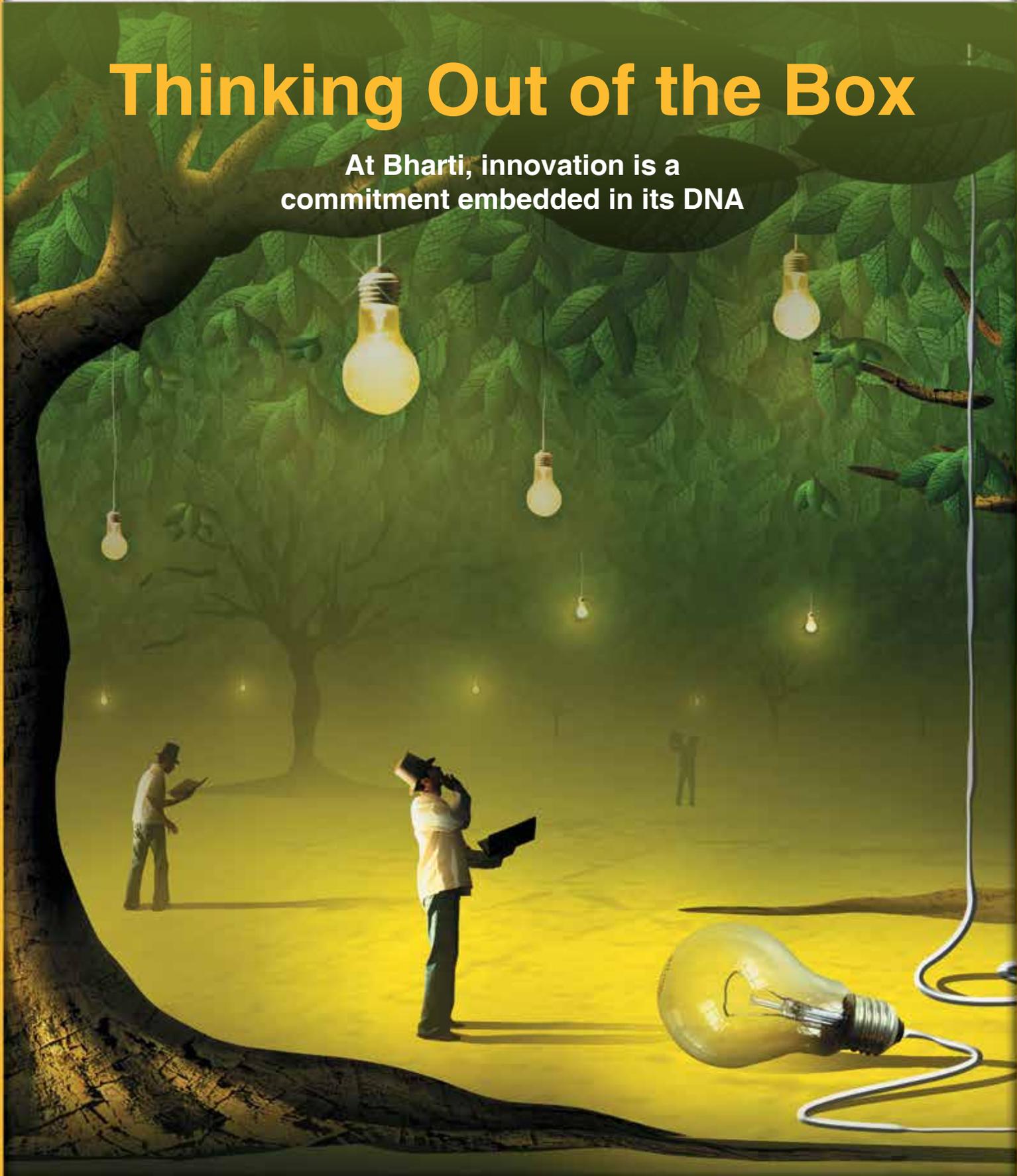
The in-house magazine of Bharti Enterprises

bharti TODAY

Vol-16, Issue 4, 2012

Thinking Out of the Box

At Bharti, innovation is a
commitment embedded in its DNA



Chairman's Notes



Dear Colleagues,

It's a really humbling experience for us to be ranked the fourth largest mobile operator in the world. This feeling gets even more amplified by the fact that we have now crossed the 60 million active customers mark in our African operations. Airtel is now a 262 million customers strong global operator. In just two years of having launched our services in Africa we have introduced the high speed 3.75G network in 11 markets, mobile money in 14 countries and have adopted and refurbished 30 schools in the continent to help provide education to the underprivileged.

At Bharti, there is a constant endeavour towards nurturing new ideas. Our diverse businesses come across a lot of challenges on a day to day basis. We think of these challenges as opportunities to usher in innovations. We are fully aware that our leading position in the global telecom hierarchy can only be sustained through newer and better ways of reinventing ourselves. Last month, we launched India's first Network Experience Centre, a command center equipped with the latest in technologies that enable us to not only monitor Airtel's networks but also work with the government for effective disaster management in times of national emergencies and catastrophes.

It gives me great pleasure when a creative thought generated in one of our offices translates into a welcome solution for customers who need it the most. We handed over our technical and network requirements to vendors in an outsourcing idea which was considered eccentric when first proposed; today it is considered a good case study by young entrepreneurs all over the world. We have also pioneered the concept of reducing carbon footprint of telecom towers with the use of our Hybrid Battery Bank as a responsible corporate citizen who cares about the environment.

With a strong heritage of market innovations, we at Bharti will remain steadfastly committed to providing our customers with services that make lives simpler and better.

Best wishes,

Sunil Bharti Mittal

Contents

Chairman's Notes	2	Group News	13
Thinking Out of the Box	3	Awards	18
Airtel Network Experience Centre	10	In focus	19
Carrying it Forward	12	Let's Hike	20



THINKING out of the BOX

At the Bharti Group Companies, to innovate is a commitment. From the first push button telephone in the country to bringing the globally coveted 4G network to India to envisaging the environment friendly concept of Green Telecom Towers; Bharti has stayed true to its commitment to think out of the box. It strives to usher in path breaking innovations across m-health, m-agriculture and m-commerce which create transformational impact on the lives that it touches.



Thinking Out of the Box

Way back in 1985 when rotary phones were the order of the day; Bharti became the first Indian telecom company to introduce the push button phone in the market. It also gave India its first answering machine and caller ID phone changing the face of the Indian telephone instrument industry forever. It even changed the way it felt to call someone by introducing the 'Ring Back Tone' or the more popular 'Hello Tunes' that replaced the usual calling tone with songs and media clips. More recently, Airtel became a technology leader among mobile operators in India and among the first few in the world to roll out the lightning fast 4G technology. After enabling video calling through its 3G network, Airtel's 4G network with its advanced LTE (Long Term Evolution) platform makes video buffering a thing of the past with peak download speeds of up to 100 mbps. With upload speeds of up to 40 mbps, it shrinks the world and makes it possible to upload high definition videos and share them with friends and family in any part of the world in a matter of minutes.

To consistently innovate and improvise is embedded in Bharti's DNA.



BHARTI HALL OF FAME



1985

Bharti's Beetel Teletech introduces India's 1st Push button phone

1995

Bharti's introduces Delhi's first GSM Network "Airtel"



2004

Bharti Airtel introduces telecom industry's first outsourcing model

2004

Bharti Airtel introduces 'Ring Back Tone' in India



An Outsourcing wonder



Bharti Ericsson Outsourcing Deal 2004- (Second from left) Jan Campbell, Ericsson India Managing Director with Akhil Gupta and Manoj Kohli.

2004 was a landmark year for Airtel when it introduced the globally acclaimed outsourcing model in telecom. Following exponential growth in subscribers, it had become clear that Airtel's top management was stretched for time trying to manage simultaneously two distinct segments of the business—the market and the networks. The top management very well understood that its core capabilities lay in understanding customer requirements through customer intimacy and brand building. The management however did not have the requisite expertise to carry out technology related tasks. Airtel chose Ericsson, Nokia and Siemens, who were already its key telecom network equipment partners for building up and managing the networks. The IT infrastructure and management was handed over to another global leader- IBM. All IT requirements from the PCs to Laptops in the offices to

the more sophisticated IT software were outsourced by the company. These business partners came to be paid only for the amount of services that were being used; not their capital value per-se. This structural change enabled Airtel to make great savings on capital expenditure and helped move towards an operating cost model. There were many detractors, who felt that by outsourcing its networks and IT the company was giving its heart out to outsiders and hence inviting disaster. This unique yet simple idea enabled customers to talk on mobile for as cheap as less than a cent per minute, bringing in a revolution in mobile telephony in India. Following its outstanding success, outsourcing has now become a norm for the telecom industry globally. Today, the groundbreaking outsourcing model is a frequently referred case study in the curricula of many reputed business schools across the world.

2005  Bharti Airtel launches Blackberry in India

2007  Bharti Airtel joins hands with the government to bring in India's largest e-governance project – E-gram

2011  Bharti Airtel launches one of India's early 3G Networks

2012  Bharti Airtel brings in India's first 4G LTE Network

2012  Bharti Airtel became the only telecom operator to launch India's state-of-the-art Network Experience Center

Healing through mobile

In June 2011, Airtel became the first operator in India to introduce m-health services in association with mDhil Health Info Services and Zyebo. The service enables customers to get a wide range of information regarding various illnesses via SMS. In the same year, Airtel launched the Mediphone ; The service that further enable customers to get 24*7 emergency assessment

and advice from doctors. In Bihar, Airtel became a part of the private public partnership project 'Ananya' which uses the power of value added services (VAS) to communicate life-saving health messages to pregnant women and mothers besides offering training to health workers via their mobile phones. Working in collaboration with the Bihar Government and the Bill and Melinda Gates Foundation, Airtel is redefining the rural healthcare landscape in this poverty-stricken state of India.



In March 2012, Airtel Africa partnered with Ver se' Innovation, to develop its mobile health (m-Health) platform in Africa. The 'Mobile Health Tips' feature of this service works to improve overall health of the population by encouraging behavioural changes that can reduce the incidence of diseases such as Malaria and HIV. It also provides subscribers with advice on medical conditions, parenting, health and beauty tips.



Bright Bytes

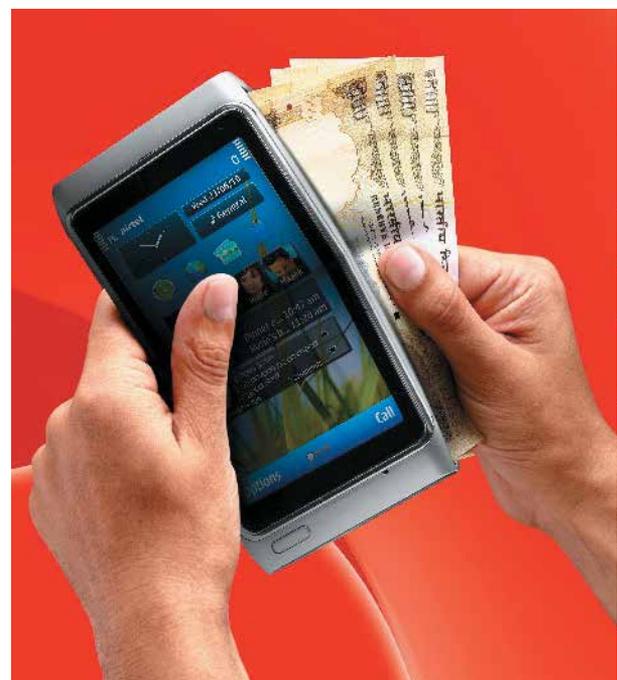
Spot the fake

Airtel Africa joined hands with SMS based pharmaceutical authentication service Sproxil to help customers verify the authenticity of medicines in 17 African countries. Customers just need to scratch off a label affixed to the drug's packaging to get a unique code when they buy a medication. They can then text the code to a Sproxil toll-free number and instantly receive a reply on whether the drug is real or counterfeit.

Moneywise Mobile

In February 2012, Airtel introduced Airtel Money, India's first mobile banking platform which enabled users to load money into their mobile phones, like a virtual wallet and use that for transactions such as paying bills, shopping, instant mobile top-ups etc. Available across 300 key cities, Airtel Money is India's first mobile based service to offer customers the convenience of instant money transfer from one Airtel Money wallet to another. Customers can also use their Airtel money to transfer funds to other bank accounts.

Airtel money in Africa offers more than just mobile money transfer; Airtel Money helps customers pay utility bills and shop through its simple and user friendly interface. Today, Airtel Money is available across fourteen African nations.





In a major innovation initiative, Airtel Money took a step towards establishing a mobile marketplace for African handicraft. Rural African women who fend for their livelihood by selling handmade jewellery, souvenirs etc are now free from the hassles of haggling with middlemen or setting up shops in faraway marketplaces with the introduction of Uza Sasa- an e-commerce platform. Member women can sell their products to a large customer base by uploading the pictures of their wares on the Sasa Africa website through their mobiles. Customers from across the world can place their orders on this website and have them shipped to their residences. The beneficiaries get paid for their wares by Sasa Africa through Airtel Money.



Bright Bytes

Serving Citizens

In October 2012, Airtel Money joined hands with the government of Andhra Pradesh, a state in South India by partnering with its official web portal- Mee Seva to enable citizens to pay their utility bills through Airtel. After registering themselves on www.esevaonline.com customers can pay their utility bills through Airtel Money by dialing *400#.

Airtel Money is all set to pioneer technological and m-commerce solutions for various citizen services in the state.



Bright Bytes

Make a quick buck

A GeoPoll survey was recently used to ask Tunisian youth for their views on employment, entrepreneurship, and on the country's progress. Most of the participants of the survey were pleasantly surprised when they got paid for taking it. Airtel Africa offers its customers a unique way to make money with the GeoPoll which is a mobile polling platform that enables Airtel to survey individuals based on selected locations and demographics. The users who participate in these mobile surveys are subsequently paid in the form of airtime or through mobile money.

How GeoPoll works

1 Select location and demographics of your survey

Location: Helmand Province, Afghanistan
Demographics: Women, ages 18-35
(Potential Respondents: 2,332)

2 Create and distribute survey

On a scale of 1 to 5, how good is the quality of water?

Question Types Supported:

1. Multiple choice
2. True/False
3. Quality rating
4. Open ended

3 User receives compensation after completing the survey

THANK YOU FOR TAKING THE SURVEY! \$50 AIRTIME HAS BEEN ADDED TO YOUR ACCOUNT.

Compensation Options:

1. Airtime
2. Mobile money

E-Governance

In 2007, Airtel ushered in India's biggest e-governance project in Gujarat by utilizing comprehensive V-SAT-based solution to provide last mile connectivity to the villages through the e-gram initiative. Airtel connected 13,716 villages of Gujarat with the Common Service Centers (CSCs) located in different parts of the state with high quality and cost-effective video, voice and data services in the areas of agriculture, e-governance, health, education etc to the Gram Panchayat Office in these villages. Thanks to e-gram, the villagers do not have to waste hours to reach the district and state headquarters; they just take a short walk to the Panchayat office to get it done.

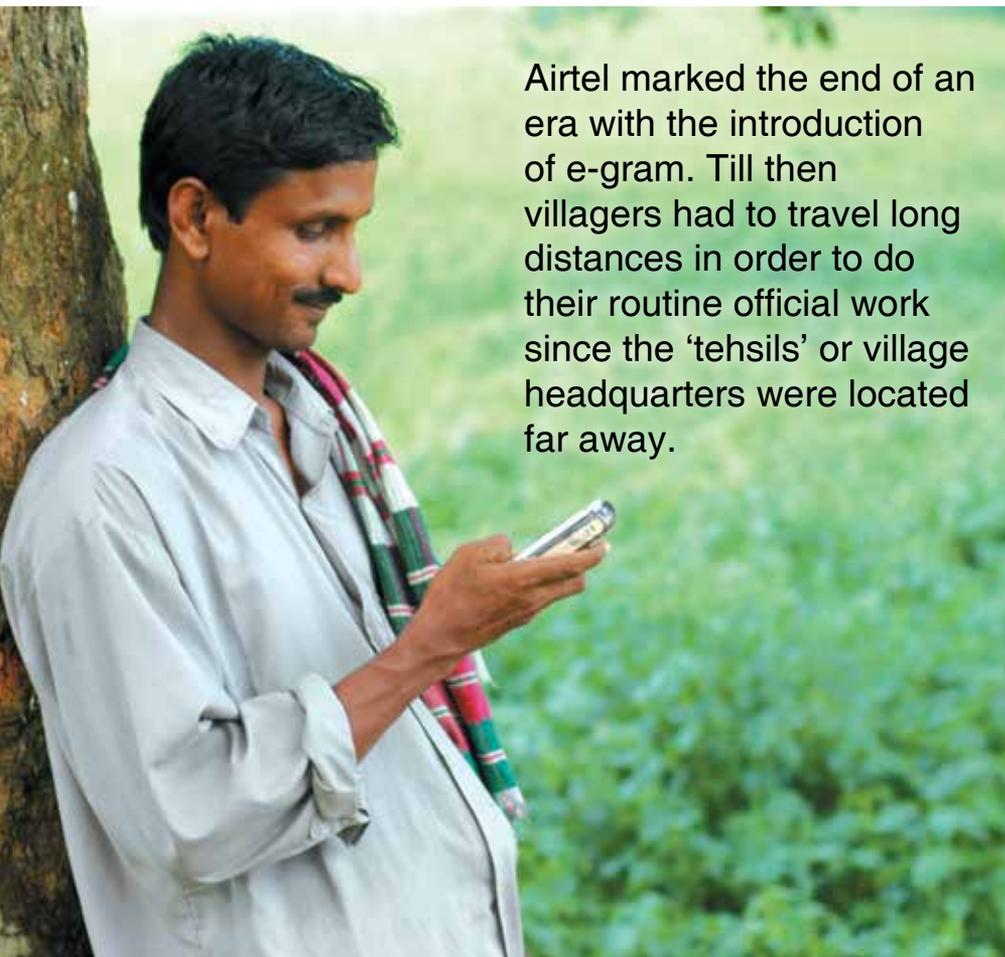
Farmers have been a major beneficiary of Bharti's penchant for innovation and ever widening



networks. Airtel in association with IFFCO, the largest farmers' co-operative in the world, paved way for the IKSL or IFFCO Kisan Sanchar Limited SIM card. Priced at Rs.12, this farmer specific SIM card provides SMS and audio messages with forecast on weather, market, agronomy, horticulture, forestry, government schemes, etc. Another Group Company, FieldFresh Foods devised a mobile



application to aid the farmers in collaboration with Bangalore based CropIn Technology. This application enables farmers to monitor farms, adopt global farming practices and make every crop traceable by downloading it on their mobile handsets. In a similar initiative Airtel Africa recently partnered with the GSM Association to provide relevant agriculture related information through SMS for African farmers.



Airtel marked the end of an era with the introduction of e-gram. Till then villagers had to travel long distances in order to do their routine official work since the 'tehsils' or village headquarters were located far away.

Bright Bytes

Bharti AXA Life
Elite Secure

bharti AXA
life insurance

Secured till 75

Bharti AXA Life Insurance came forward with an innovation that raised the bar for life insurance options in India. Bharti AXA Life Insurance introduced a one of its kind policy called Elite Secure which covers a policy holder up to the age of 75 at best industry rates.

Power Towers

Bharti Infratel works assiduously at providing not just uninterrupted connectivity to the millions of Airtel subscribers across the country but also aims at pioneering environment friendly innovations.

Whether it is implementing solar hybrid models for its telecom tower sites or installing micro wind turbines to power its towers; Bharti Infratel constantly explores means and ways to use alternative energy for the functioning of its towers. Bharti Infratel also initiated the Green Towers P7 program aimed at minimising dependency on diesel and thereby resulting in carbon footprint reduction. In addition to this Bharti Infratel introduced hybrid battery banks which collect the excess energy produced by the diesel powered generator in a battery that powers the site once the generator is switched off. This has helped reduce the use of diesel by up to 14 hours a day. In Africa, close to 60% of Bharti Airtel's telecom sites are now powered using the hybrid model resulting in major reduction in emissions and also operating costs for the company. In Niger, 105 solar sites have already been set up which reduces the use of diesel generators 24 hours a day to a meager 3 to 4 hours.

Monitoring performance of mobile towers in remote inaccessible locations is a major challenge for tower infrastructure companies. To overcome this challenge, Bharti Infratel came up with 'SmartWright' which is a mobile based asset management and field force system which enables teams to monitor towers that are inaccessible physically on laptops and hand held devices. Through this system the data gathered is used for analysis, reporting, billing, asset management, payment, productivity tracking etc. It also allows immediate uploading of scanned reports thus shortening the billing and payment cycle.

Green Scores

- Bharti Infratel's Green Towers P7 project reduces carbon dioxide emissions by 150,000 metric tonnes annually
- Infratel and Airtel collaborated in 2010 for the GOOD (Get Out of Diesel) project aimed at increasing reliance on cleaner technologies like solar power, fuel cells and biomass based electricity for its energy requirements

The 50-50 JV between Bharti Enterprises and SoftBank has already made its presence felt in the market with its trademark commitment to innovation. The company launched 'Hike' mobile messaging application in November 2012 which is a one of its kind messaging application enabling free messaging globally, the hike messenger enables messaging traffic even from those users who do not have mobile internet.

Through its numerous innovations, Bharti touches the lives of millions across Asia and Africa. Every time that a customer in Africa makes a financial transaction through SMS, every time a health query gets resolved through the click of a button or for that matter when a farmer in a remote Indian village gets to know that the crop in the fields are ready to be harvested; Bharti's ability to usher in positive change through innovations, comes to the fore.



Traffic Vigilante



Airtel's 'Traffic Police Enforcement Automation' system involves vigilance through video cameras, set up at different traffic signals. Every Bengaluru traffic police officer is equipped with a BlackBerry Smartphone and a Bluetooth® printer, which gives them access to the history of the driver and the vehicle making it convenient to issue challans on the spot. This brings all aspects of operational traffic policing come together in one unified system and enables it to pull out data on more than two million cases in less than two minutes. Through this innovation, Airtel aims to make work easy for the Traffic Police in Bengaluru and is also testing to launch the same in Kolkata.

Airtel Network Experience Centre

It almost feels like being on the sets of one of those Hollywood flicks where a back-end team is monitoring a superhero's moves, when one steps into the state-of-the-art Airtel Network Experience Center (NEC). The effect is thus rendered by the colossal 3600 feet video wall- one of the world's largest, made up entirely of many small solid state LED screens. The structure designed without columns and held together by fire proof beams gives the onlookers a massive no obstruction walk- in space. The Airtel Network Experience Center (in Manesar, Haryana -42 kms from Delhi) exudes a jaw dropping effect to its onlookers with its technological grandiose.

The earthquake and fire proof NEC is in fact the country's first 360 degree monitoring facility by any telecom operator. The Center enables Airtel to monitor customer behaviour across all its businesses in real time. In case of national emergencies and catastrophes, the state-of-the-art facility will work with the government for effective troubleshooting. The NEC has been designed specifically to be used as a control and command center at such times.



Airtel Network Experience Centre, Manesar, Haryana (42 KMS from Delhi)



Reception desk at the NEC



The colourful breakout area of the UNOC also called "The Nerve Centre"



The Airtel story wall at the NEC, the LED screens tell the Airtel story from 1995 to 2012



Launch of the Airtel Network Experience Centre (from l to r) Sanjay Kapoor, CEO Airtel (India and South Asia); Kapil Sibal, Minister IT & Telecommunications and Sunil Bharti Mittal, Group Chairman





The Unified Network Operations Centre (UNOC)

Carrying it Forward

The Bharti Walmart Direct Farm Programme has transformed the lives of small and marginal farmers by promoting better farming techniques and fair trade of farm produce

The Direct Farm Programme works by identifying the loopholes in the traditional farming techniques and farm to market transactions.

The programme ushers in a positive change for Indian farmers who grapple with the daily challenges of growing and selling their produce at a competitive price. Currently operational in the states of Punjab, UP, Delhi NCR, Haryana, Karnataka, Maharashtra and Himachal Pradesh; the programme educates small and marginal farmers on various modern farming techniques and supports them with technical interventions like soil testing, variety selection, nursery management and fertilizer and pesticide application. Apart from this, Bharti Walmart also undertakes the responsibility of buying and transporting the produce for retail. Today, the Bharti Walmart Direct farm Programme has expanded to include about 64,000 small and marginal farmers.

Mohammed Hanif is a farmer from the village of Malerkotla, Punjab. He supports a seven member family and sends all his children to school. He was introduced to the Bharti Walmart Direct Farm Programme when some representatives chanced upon his farm and offered to adopt it.

In his five acres of farm, Hanif carried on the farming techniques that were passed on to him by his father. These traditional techniques did not live up to the modern day demands of higher yield. Under the Direct Farm Programme's guidance, Hanif has learned modern and cost effective ways to increase his yield and reduce cost of labour like selecting the right crops for his soil, applying the right fertilizer and arranging for crop specific temperature control.

"I grow vegetables like cauliflower, spring onions and beetroot in my soil and since these are seasonal, I would grow leafy vegetables during off season.

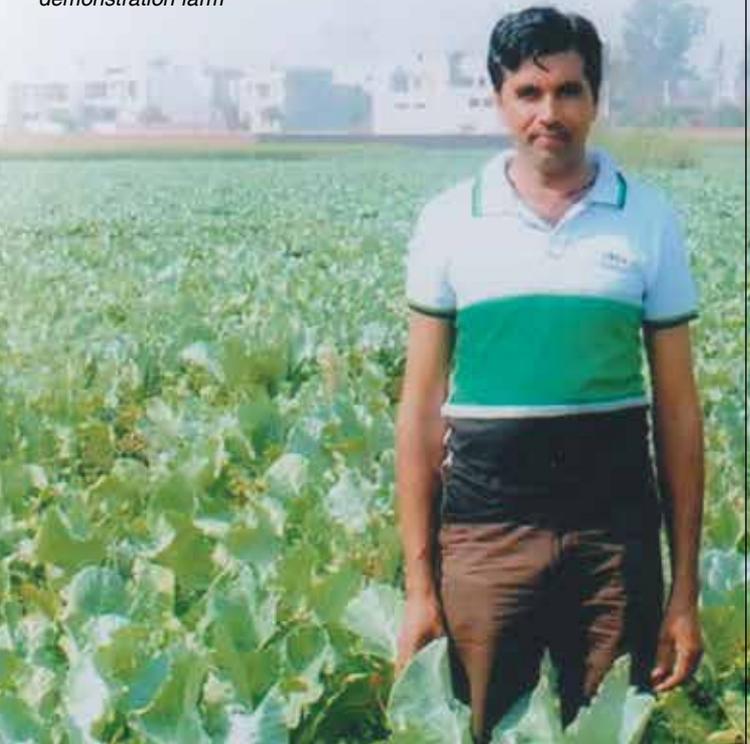
Today I am aware that I can prepare my soil to grow all vegetables all year round. I can also increase the fertility of my soil through various techniques which help me grow more batches of yield. I wish something like this existed when my father worked so hard in these fields in return for meagre yields," says Hanif with a content smile. ■



A Direct Farm class in progress



Raj Jain, CEO Bharti Walmart (fifth from right) with farmers at a demonstration farm





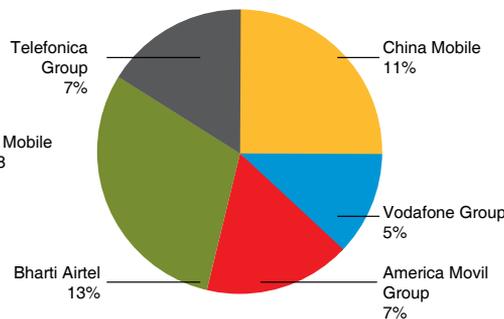
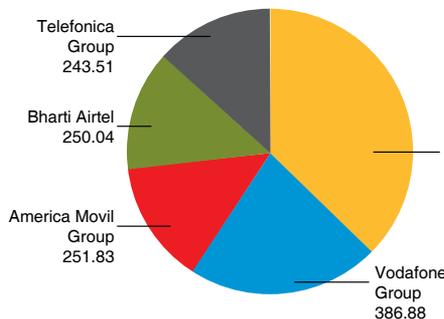
Bharti Airtel is the world's fourth largest mobile operator

Airtel has climbed up a notch

The end of the June quarter of 2010 had seen Airtel become the world's fifth largest

mobile operator in terms of subscribers after its acquisition of Zain Group's mobile operations across

15 African nations. Two years later, Airtel has climbed up a notch as per Wireless Intelligence 'Scoreboard' to be ranked the fourth largest mobile operator in the world at the end of June 2012. Today, Bharti Airtel has over 250 million mobile customers across its operations in South Asia and Africa, representing 13% year on year growth. ■



Bharti Airtel launches India's first 4G multi-mode LTE-TDD Smartphone

India's first multi mode smart phone is here

Lightening fast surfing speed and buffer free viewing are some of the few things that a 4G Smartphone can provide. Qualcomm Technologies, Bharti Airtel and Huawei launched India's first

multi-mode LTE TDD Smartphone at Innovation Qualcomm India 2012. Equipped with a 1 GB RAM, the 'Ascend P1' as the phone is called, ensures a super fast browsing experience to its users. The

4GB ROM offers capacity for limitless applications from the Google Play™ Store. The Huawei Ascend P1 LTE also provides an array of multimedia features to delight photo and video savvy users. ■



Roam Freely with Airtel

Bharti Airtel customers in Africa will now enjoy free incoming calls while roaming on the network in South Asia

Bharti Airtel introduced the world's first free intercontinental incoming roaming service by including India, Bangladesh and Sri Lanka to its current bouquet of 'ONE NETWORK' services

for its African customers. Airtel customers already avail this facility across the company's mobile network in 17 countries across Africa. Airtel Africa customers will now be automatically provisioned

as citizens of Airtel's borderless network across Africa and Asia. The service will greatly benefit the travelling population, consisting of tourists, corporates, businessmen and students. ■



Airtel Bangladesh customers enjoy mobile banking

Airtel Bangladesh customers get money on phone



Like their counterparts in India and Africa, Airtel Bangladesh customers now have their mobile phones doubling up as wallets. Dutch Bangla Bank Limited, one of

the most tech savvy and modern banks in the market has collaborated with Airtel Bangladesh to provide its customers a mobile banking platform. Airtel Bangladesh

customers can now enjoy multiple m-banking services like cash in, cash out, sending mobile money, mobile top up, remittance and salary disbursement on their mobile handsets. ■



Airtel and GoCarz provide free Wi-Fi to passengers

Browse and surf on the go

Travelling in a cab does not have to be a drab affair any longer. Airtel's partnership with GoCarz offers FREE Wi-Fi access to customers travelling across Delhi-NCR. With this, people commuting in the cab will be able to use high speed Internet services on their Internet enabled devices using Airtel's 3G network. ■





Best Price Modern Wholesale store opens in Hyderabad

Hyderabad now has its very own Best Price store

Hyderabad now has its one stop shop for a wide range of customers

under one roof. The Bharti Walmart Best Price modern wholesale cash

and carry is known for its Every Day Low Price (EDLP) policy, unmatched convenience, choice, quality, hygiene and a wide selection of goods. Hyderabad is the latest destination for the Bharti Walmart Best Price store. Spread over 53,000 square feet, the recently inaugurated store stocks over 5,000 items including a wide range of fresh, frozen and chilled foods, fruits and vegetables, apparel, personal and home care items. ■



Go Italiano with Del Monte

Del Monte conjures up a taste of Italy

The Italiano Food Festival sponsored by Del Monte was launched across the top forty five Big Bazaar stores across the country. Here, Del Monte put up a live counter where a chef tossed up the pasta in front of the prospective customers demonstrating

the easy steps of 'Boil Mix Serve' ! This on ground effort was further supported through Del Monte's on-air integration with the 'Food Food' Channel for their 'Secret Recipe' show which incorporates the usage of various Del Monte products in the recipes sent by the

viewers. Del Monte also sponsored the Quest' Italia, a school contact program that will reach out to students across the country promoting Italian cuisine and culture through a quiz format in major metropolitan cities in the Oct-Dec period ■





Airtel Africa crosses the sixty million active customer mark

Ten million customers added to Airtel Africa in less than a year

More than sixty millions Africans have an Airtel connection as of today. With better innovation, rural penetration and its super speed 3.75G network, Airtel Africa

has scaled great heights since its launch in 2010. In addition to this, Airtel Africa has made Airtel money available in fifteen markets, and adopted more than thirty schools for

underprivileged children. It has also held the largest football tournament for boys and girls under the age of 17 in association with Manchester United and Arsenal. ■



Bharti Airtel distributes financial products in Africa

Sanlam insurance options now available on Airtel Africa network

Airtel Africa customers can now buy health and general insurance related products on their mobile phones. Airtel's recent agreement with Sanlam-a leading South African financial

services group, to distribute insurance products covers seven African countries, on a non- exclusive basis, in which both companies have a presence, namely Kenya, Ghana, Tanzania,

Zambia, Uganda, Malawi and Nigeria. The agreement is aimed at enhancing value for Airtel customers and increasing access to insurance for the citizens of these countries. ■



Airtel, GSMA work together to empower Kenyan farmers

Farmers in Africa are learning better farming techniques through their Airtel mobiles

Airtel Africa is working with the GSM Association in a project to provide approximately 250,000 small and marginal farmers in Kenya with reliable and relevant agricultural information via their mobile phones. The innovative project, dubbed 'Sauti ya Mkulima' (voice of the farmer), aims to provide farmers with access to pertinent agriculture-related information. Such advice helps them make better decisions about their crops, increasing their yield, as well as their potential income.



It will also help create a farmer community within which peers can share experiences and

exchange information about social gatherings, events, and job opportunities. ■

Airtel Delhi Half Marathon 2012

Running steady
for a humane cause

The Airtel Delhi Half Marathon attracts a large crowd every year of enthusiasts from all corners of the city and the country, who come

together to run for a cause. Every year since its inception in 2008, the Bharti Foundation espouses a theme for the ADHM, highlighting

a cause associated with the Satya Bharti School Program. This year's theme 'Student Stars' was conceived to garner support for its Satya Bharti School students who have braved unfortunate circumstances, to stand up for what is right and have transformed their lives as well as the communities at large. The event witnessed thirty four corporate organizations running for the Foundation. ■



ADHM ambassador Bipasha Basu kick starts the event in Delhi

Airtel NESAs lends a helping hand



Airtel NESAs
reaches out to
ethnic clash victims

The recent ethnic clashes in lower Assam have been

documented as one of India's worst ethnic clashes. Employees across Airtel and Bharti Infratel's national operations came forward to support the cause of providing relief to the victims by donating generously through a short code created by the IT Team. Volunteers packaged the relief

materials bought with the collected money and prepared them for distribution. Packs comprising of essentials like cooking utensil rice, dal, cooking oil, flattened rice, sugar, washing soaps and mosquito nets were distributed at the relief camps, drawing rave reviews from the administration. ■



awards 2012



Her Highness Sheikha Moza Bint Nasser with Rakesh Bharti Mittal (third from right) among other WISE award winners in Doha

Awards

BHARTI AIRTEL NIGERIA won three Awards at the prestigious 8th edition of the **Nigerian Telecoms Awards** namely the **Telecoms Brand of the Year**, **Best Customer Service** and the **Most Innovative Network**

BHARTI AIRTEL NIGERIA received the award for the **Best Human Resources Practices** within the telecommunication sector from the **Chartered Institute of Personnel Management (CIPM)**

BHARTI AIRTEL won the highly prestigious **Porter Prize** in the 'Exploiting Trade-offs' category. The award recognizes and honours Indian companies which have embraced the best strategic management practices

BHARTI AIRTEL was awarded the '**Best Mobile Service Provider**' and '**Innovation in mMoney**' awards at the **Aegis Graham Bell Awards 2012**

BHARTI AIRTEL has won the '**Brand of the Year**' Award at **CNBC TV18's India Business Leader Awards (IBLA)** for its *Har Ek Friend Zaroori Hota Hai* campaign

BHARTI AIRTEL has been ranked as the **No. 1 service brand** in the Brand Equity's **Most Trusted Brands Annual survey 2012**. This is the second time in a row that Airtel has been ranked as the number one service brand in the country

BHARTI FOUNDATION won the **Asian Leadership Award 2012** in the Corporate Social Responsibility category. It was chosen under the theme '**Support and Improvement in Quality of Education**' for its Satya Bharti School Program

BHARTI FOUNDATION'S Satya Bharti School Program, has won the **Qatar Foundation's 2012 "World Innovation Summit for Education" (WISE) Award** for its transformative impact and innovative approach to improve the quality and delivery of education to underprivileged children in rural India

BHARTI FOUNDATION won the **ICICI and CNBC TV18 'Inclusive India Award'** for Elementary Education in the corporate category. The award recognizes the Satya Bharti School Program, for its ground-breaking work in the area of providing quality education to underprivileged children in rural India, with focus on girl child

BHARTI FOUNDATION won the award in the **Corporate Social Responsibility** sector for its Social Initiative Satya Bharti School Program in the **ET Awards 2012**

BHARTI FOUNDATION won the **PHD Chamber Outstanding Contribution to Social Welfare Award 2012**.



In focus

Vijay Chadda,
CEO - Bharti Foundation

From serving in the Indian army for twenty years to heading some of the biggest names in the travel and hospitality industry, Vijay Chadda has an interesting forty six years of professional experience. Whether it is working for the nation's defense or being the CEO of Bharti Foundation; being able to do something for the people is essentially what constitutes Vijay's dream job. A graduate from the National Defense Academy, Khadakwasla, Pune, India and the Canadian Forces Command and Staff College Toronto, Canada; Vijay has also completed his M.Sc. in Defense Studies from the Madras University.

Vijay believes in being practical and aims at ensuring that every single Rupee that is invested in the Bharti Foundation is put to good use. He is of the opinion that collecting funds is not as hard as ensuring that the funds go in the right direction. Vijay likes to reach office earlier than most of the employees for a quiet couple of hours to himself which he feels are really important for him to perform in his best level through the day. At the moment Vijay is engaged in initiatives to arrest absenteeism in the Satya Bharti Schools which are run by the foundation.

Vijay attributes the expansion of the Bharti Foundation under his leadership to his entire team. Under Vijay's able leadership, the foundation has bagged several Awards including the Economic Times 'Corporate Citizen of the Year' award, the Global CSR Award, the Asian CSR Award, Indian NGO Award, the Golden Peacock Award and the recent CNBC TV18 'Inclusive India Award' among a long list of others.

Vijay does not subscribe to spirituality or religion and believes in doing and being good. He likes to stay fit and incorporates physical exercise into his everyday routine. He still keeps in touch with his school friends and enjoys a good game of golf once in a while. When he does get the time; he loves to go for a retreat with his family in their holiday pad located ahead of Shimla. ■





Let's hike

17 year old Amrita is really excited to organise a surprise birthday party for her best friend Mehak. She invited friends (about 70 of them!) through the hike messaging application in her Smartphone. Amrita did not have to wait long to get confirmation replies, it was more instant than posting an event update on facebook. The best bit is that this bulk messaging did not cost her even a penny and she could invite friends who did not own Smartphones or have hike installed. After receiving about 50 confirmations almost instantly, Amrita's next group hike message was to solicit suggestions on the venue for the party.

hike is a cutting edge P2P messaging application built by Bharti SoftBank (BSB). The hike messaging application allows you to message anybody and everybody regardless of whether they have hike installed absolutely free of cost. Messaging from hike to hike is free globally and you can also send messages to people who don't have hike installed through hike SMS. However, SMSes sent by non-hike users to hike users are not free and the sender has to pay normal charges for each message. But the good thing is that you need not sign up on hike to send those messages.

Launched in India on the 14th of November, hike is currently available for the iOS, Android and Windows Phone platforms.



hike to hike messaging is absolutely free!

Block spammers with the hike app!



hike lets you message friends who don't have hike for free too!

You can still send messages to hike if you don't have hike but regular SMS charges apply.



hike will soon be available globally and be ready for BB and S40 platforms as well.

Address your contributions, thoughts and suggestions to:
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