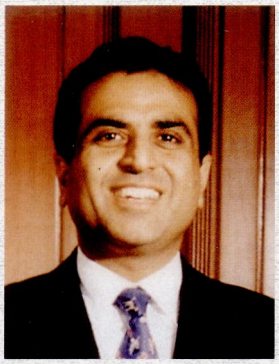
The In-house Magazine of Bharti Enterprises

BHARTI TODAY

Vol. 4 Issue 3, Dec.'00 – Jan.'01

A Message from CMD



Dear Friends,

My greetings and best wishes for a very happy & prosperous New Year to you and your families.

The year 2000 has been a great year of significant initiatives and milestones for Bharti Enterprises. One of the most prominent steps has been the exercise on corporate restructuring, which had become essential in order to manage the organisation's exponential growth most effectively. The revised structure is expected to release a lot of energy, and provide operational freedom for the operating units while maintaining high standards of efficiency. The new structure ensures that identical businesses are run along similar lines and best resources are utilised in any functional field to serve the best interests of the entire Group.

Our foray into national long distance operations, as well as a submarine cable project between India and Singapore, heralds a new era and paves the way for Bharti to expand its operations internationally, besides providing integrated telecom services domestically. While we continue to provide excellent services to our subscribers in the existing regions of operations, we are also getting prepared to provide mobile and basic telephony in other regions as soon as Govt. policies are released.

Our emphasis on the manufacturing segment continues to be high with renewed focus on export. We are already witnessing significant improvements in performance. Mantra Online and Telecom software development also hold great potential, and several initiatives have been taken for maximising customer satisfaction.

The Telecom sector holds the key to economic development of the country. Bharti's efforts in development of this important infrastructure sector have been recognised by the Infrastructure Development Finance Corporation (IDFC) – an apex national organisation. The first IDFC Award for Excellence in Infrastructure is a testimony of Bharti's vision and hard work of the entire Bharti family, including our partners and vendors.

Our march towards excellence continues. As new economy sectors open up vast opportunities, we – equipped with our commitment to the highest standards of ethics, integrity & honesty, and our respect & concern for customers, partners and suppliers – move forward to realise the vision of making India a telecom super power.

Wishing you all the best in your endeavours,

Sunil Bharti Mittal

SingTel invests US$400 million!

Singapore Telecom (SingTel), *one of Asia's leading providers of domestic, international and mobile telecommunications, has committed to invest over US$400 million in the Bharti Group, by acquiring a significant minority stake in Bharti Telecom Limited and Bharti Televentures Limited.*

— see page 3

A Restructuring Exercise

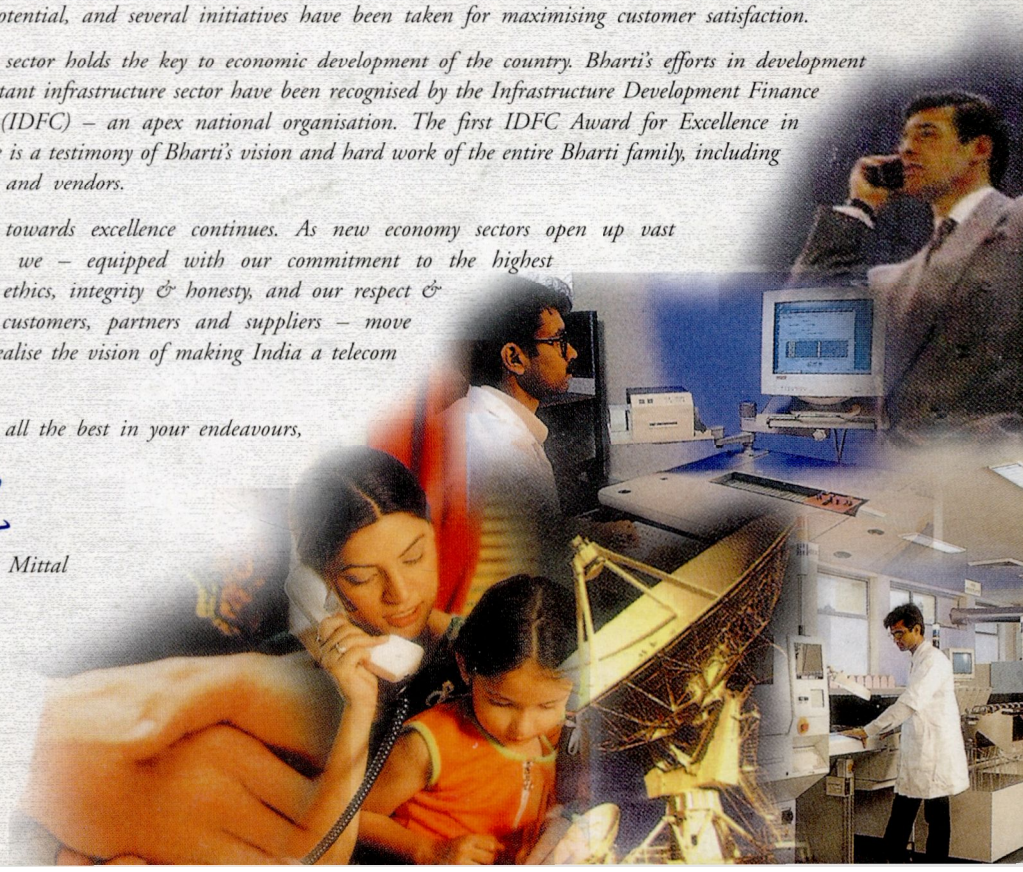
Recently, Bharti Enterprises rejuvenated its entire corporate structure by instituting Total Operational Freedom with Corporate Control. It has demerged its manufacturing and service operations, allowing specialisation to pave the way to greater growth.

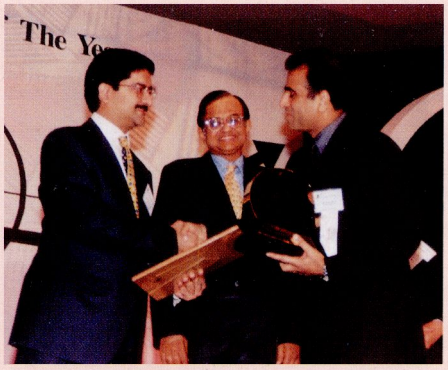


— see page 5

Inside

- SingTel joins hands with Bharti!
- Corporate Restructuring for Exponential Growth & Linear Vision
- Touching Tomorrow - AirTel's New Brand Identity
- Bharti & IIT Delhi launch Bharti School
- Underwater Networking by Bharti Aquanet
- Mission Possible – Beetel





Kumar Mangalam Birla presenting the Award to Mr. Sunil Bharti Mittal, while Mr. P. Chidambaram, former Finance Minister, looks on.

CMD is Entrepreneur of the Year

The prestigious Ernst & Young Entrepreneur of the Year Award in the Information Technology, Communication & Entertainment (ICE) category, was conferred upon Mr. Sunil Bharti Mittal in recognition of his pioneering role in leading the new economy in India, leaving an indelible mark on the Indian business scenario. The Award was presented by Kumar Mangalam Birla, Chairman of Aditya Birla Group, at a glittering ceremony held in New Delhi on 22nd September, 2000.

Bharti Foundation – a solid step towards social responsibility

On 10th July, 2000, Mr. Sunil Bharti Mittal announced the setting up of Bharti Foundation, with the objective of promoting and supporting activities related to education, health & medical sciences, Indian culture, population control, family welfare, child care, nutrition, environment, etc.

Besides establishing educational institutions, it will also grant scholarships, stipends and rewards to the deserving meritorious and needy persons. It will encourage and support the activities towards advancement of different forms of arts, including music, dance, drama, literature, painting, etc., and also provide help to needy and deserving sportsmen / women. The Foundation will also provide support to people affected by calamities such as war, riots, earthquakes, floods, fire, famine, epidemics, etc.

Bharti & IIT-Delhi launch Bharti School of Telecommunication Technology & Management Bharti Commits Rs. 20 crores

Bharti Enterprises and Indian Institute of Technology (IIT) Delhi – one of Asia's leading institutes for education in engineering and technology – are jointly establishing the *Bharti School of Telecommunication Technology and Management* for developing young telecom leaders. The school will be a centre of excellence for education and research relating to all facets of telecommunication technology and management. It will host state-of-the-art laboratories and infrastructure and a research environment to attract the best faculty and students. It will offer two postgraduate programmes – 1) M.Tech in Telecommunications Technology & Management and 2) MBA in Telecommunications Systems Management. It will also run continuing education programmes for personnel of the telecom industry.



Left to Right : Mr. G. K. Agarwal, Mr. Rajan B. Mittal, Prof. V. S. Raju, Prof. Prem Vrath at the MOU signing ceremony

AirTel is the first private telephone service to connect villages of India's heartland

AirTel, India's first Private Basic Telephone Service created history again on November 5, 2000. It launched India's first Village Private Telephone (VPT) service by connecting over 300 villages in its world class network across the districts of Bhopal, Bilaspur, Durg, Jabalpur, Kanti, Ranipur, Satna and Ujjain. At a Launch ceremony, Shri Ram Vilas Paswan, Union Minister for Communication, congratulated AirTel and urged the company to extend its coverage to more villages all over India. Shri Digvijay Singh, Hon'ble Chief Minister of Madhya Pradesh, presided over the function, and said – *AirTel has been successfully playing the role of a partner in development of the state by building a world-class telecom infrastructure.*



Speaking on the occasion, Mr. Sunil Bharti Mittal, Chairman and Group Managing Director, Bharti Enterprises, said – *By connecting India's heartland in record time, Bharti has proved beyond doubt that the private sector is capable of executing large infrastructure projects. World-class telecom services in rural areas will provide impetus for growth, development and better administration.*

Bharti & SingTel join hands to enhance services in **India's telecom** sector



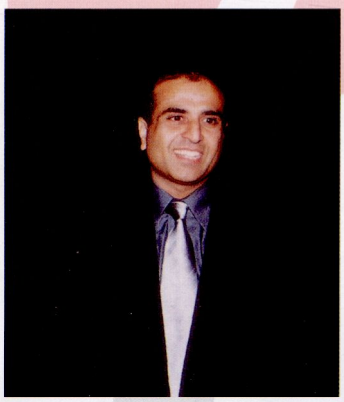
Singapore Telecom (SingTel), one of Asia's leading providers of domestic, international and mobile telecommunications, has committed to invest US$400 million in the Bharti Group, by acquiring a significant minority stake in *Bharti Telecom Limited* and *Bharti Televentures Limited,* the holding arms of the Group's telecommunications services companies.

This investment is the largest ever by any Singaporean company in India, and third-largest investment ever made by SingTel outside Singapore, after those in Belgium and Thailand. This is also the **single largest investment by any international investor in the telecom sector in India.**

Combining all the subscribers of its subsidiaries, Bharti enjoys over half a million subscribers. Through the initiation of new projects and fresh acquisitions, the company seeks to achieve a pan-India presence, by installing a state-of-the-art backbone network to create a world-class national carrier, and support domestic long-distance services. SingTel will contribute technical expertise in the areas of next generation voice and data cellular and fixed networks.



Speaking at the signing ceremony to mark the agreement, **President** and **CEO** of SingTel, **Lee Hsien Yang,** said, *"SingTel chose Bharti as its partner because we were impressed with the vanguard role the group has played in the development of Indian telecommunications."*

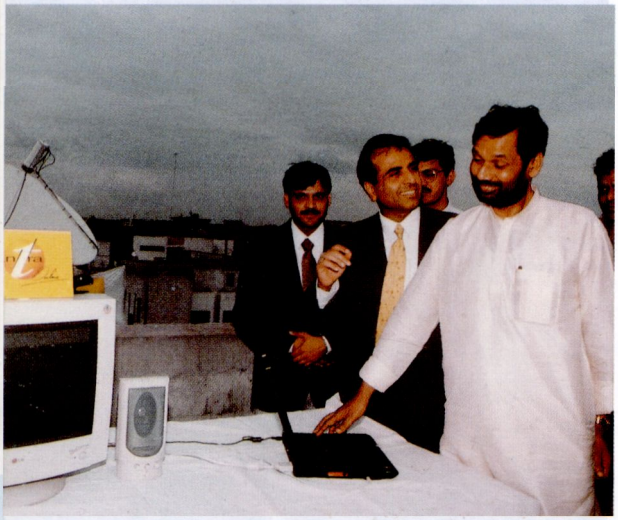


According to **Mr. Sunil Bharti Mittal, Chairman** and **Group Managing Director,** Bharti Enterprises, *"This partnership heralds the beginning of a new era of cooperation between India and an Asian powerhouse. We see tremendous synergies between Bharti and SingTel in many critical areas. With its wealth of experience as a multidimensional carrier and service provider, SingTel will play a key role as a partner of Bharti..."*



India's first private **Internet Gateway** launched

In a historic event, Bharti BT Internet Ltd. has successfully broken the 100-year-old monopoly of the state-run VSNL as far as international communications is concerned, said Shri Ram Vilas Paswan, Union Communications Minister,



at the launch of India's first private internet gateway by Mantra Online in New Delhi on July 21, 2000. The services have also been launched in Bangalore, while testing is on at Calcutta, Chennai & Bhopal. In the near future, Pune, Gurgaon & Hyderabad will also have private internet gateways launched by Mantra Online.

The gateways are also India's first Ku-Band satellite gateway, set up by any Internet service provider (including VSNL), and can support traffic with smaller antennae sizes, providing faster throughput, shorter download times, and an overall superior surfing experience.

The Beetel brand's Brand New Image



Bharti Teletech Ltd. recently unveiled the new Beetel logo. The old boxy image is being replaced by a contemporary & stylish logo with a value-adding byline – *India's Favourite Phone* – creating a new positioning as well.

Beetel goes on air making waves with its new TV commercial which cuts across different lifestyles. It is being aired on Star & Zee channels, besides regional channels like Asianet, Eenadu & Sun TV.

Making the Improbable, *Possible!*

For Bharti Teletech, this year's Annual Distributors' conference had to surpass last year's Rambagh Palace success. The Fisherman's Cove at Kovelong beach, Chennai, proved to be the perfect getaway. The first day was spent in leisure, culminating in a cocktail dinner with crooners serenading the invitees. The delegates also got a sneak preview of the theme of the conference... **Mission Possible!**

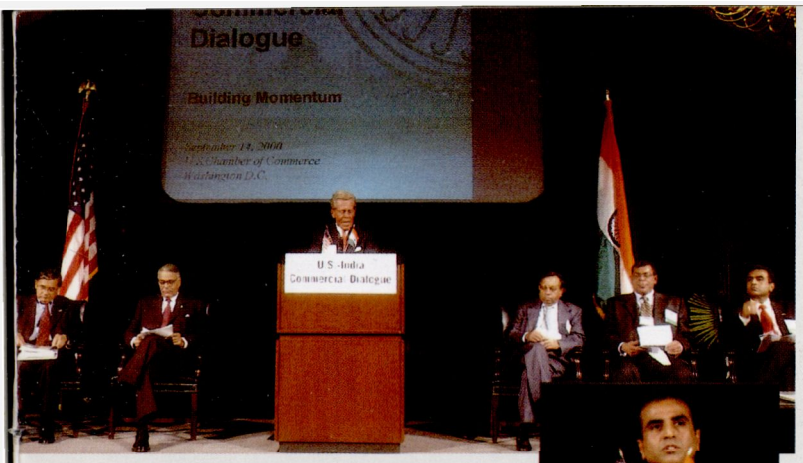
The dream is to sell one million phones in the open market in the next year. Mr. Rakesh Mittal spoke on the organisation's commitment to the telecom industry, to the Beetel brand and to its channel partners.



The new logo was unveiled by Mr. Rakesh Bharti Mittal amidst loud applause, and Mr. V. J. Prakash touched on the achievements of the past and the commitments for the future.



In India, one out of three phones is a beetel



Mr. Mittal sitting on the dais. Also seen are (from left to right) : Mr. Norman Mineta, US Commerce Secretary & Yashwant Sinha, Hon'ble Finance Minister, amongst others.

U.S.-India

CMD addressing the participants of the USIBC Commercial Dialogue meeting

Mr. Sunil Bharti Mittal joins the PM on a Historic visit!

Mr. Sunil Bharti Mittal was a member of the business delegation accompanying the Hon'ble Prime Minister of India during his historic visit to the US in September, 2000. As a member of the delegation, Mr. Mittal had the occasion to meet US President, Mr. Bill Clinton at the White House. Mr. Mittal presented India's viewpoint on the possibilities of cooperation in the IT & Telecom sector, at the India-USA Commercial Dialogue meeting held on 14th September, 2000, in Washington D.C.

Touching Tomorrow AirTel's New Brand Identity

8th August, 2000... the day AirTel *touched tomorrow.* Turning dreams and aspirations into reality, AirTel has changed the way true leaders of Delhi talk, communicate, work and indeed *live.*



Reinforcing its position as the country's finest, fastest and smartest cellular network, AirTel re-launched its brand as AirTel *Touch Tomorrow,* offering the good life of tomorrow, **today!** A tomorrow with new horizons, brimming with ideas, heralding a new beginning.

Marking the launch, the management threw a staff party and announced a grant of ESOPs for every employee... the crowd went wild with joy! Next, Shibani Kashyap performed like never before.

The next day the new AirTel Brand Identity was unveiled to Dealers, Distributors, Vendors, Business Partners and Associates. Distinguished guests included the CMD, Mr. Sunil Bharti Mittal, Mr. Rakesh Bharti Mittal and Mr. Rajan Bharti Mittal, besides the Board of Directors and our Business Partners.





First came a fashion show on Indian and Western themes, with music by Roop Kumar Rathod and Shweta Shetty. The energetic show symbolised a blend of sensitive Indian values and the dynamic, positive energy of the West. Shweta Shetty then performed a mind-blowing rendition of dance music.



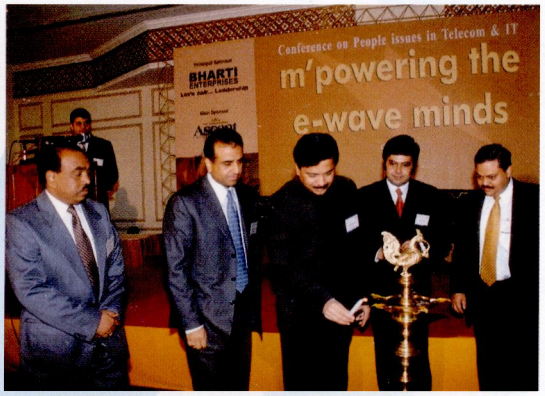




The Good Life!

m'Powering the e-wave minds

A momentous two day conference on **People Issues in Telecom and IT** with the theme **m'powering the e-wave mind** was held on 24th & 25th November, 2000, at Hotel Le Meridien, New Delhi. About 200 delegates from all over the country participated in the conference.



Initiated by Bharti Enterprises, the conference was organised under the aegis of National HRD Network, (Delhi Chapter), and Mr. Sunil Bharti Mittal was the conference Chairman. The conference was inaugurated by Shri Promod Mahajan, Hon. Minister of Parliamentary Affairs and Information Technology. In his inaugural address, he urged the industry to take up the challenge of harnessing individual talents of Indians into a unified national force. Mr. Sunil Bharti Mittal in his presidential address and Mr. Dewang Mehta, President, NASSCOM, in his key note address, espoused the challenges and opportunities in the Telecom and IT sector and the development of human resources as the key for becoming a Telecom and IT super power.

The conference deliberated on a number of contemporary HR issues addressed by eminent industry leaders, HR experts, leading academicians from India and abroad who shared their rich experiences and practices, through an innovative Large Scale Interactive Process (LSIP).

The conference ended on a high note with the participation and address by the management guru Dr. M. B. Athreya and Mr. Shyamal Ghosh, Chairman - Telecom Commission, in a valedictory function, wherein Mr. Sunil B. Mittal also shared the conference highlights.

Underwater Networking by Bharti Aquanet

Bharti Enterprises and Singapore Telecommunications Ltd. (SingTel) have joined hands to establish the world's largest-capacity private undersea cable venture with a planned investment of US$650 million. **Bharti** will make India's first private undersea cable venture, a self-healing 11,800 km-long ring network to link Singapore, Chennai and Mumbai. The cable will be the world's largest in terms of capacity, and the venture is the largest infrastructure project between Indian and Singaporean companies, both sharing an equal effective interest of 50% each.

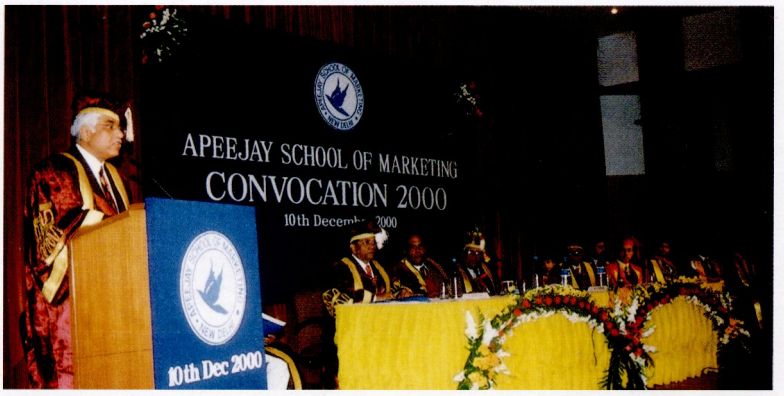
With a total bandwidth of 8.4 Terabits per second, the cable will enable over 1 billion conversations simultaneously! In Singapore, it will link to SingTel's extensive cable network and to the rest of the world.

Alcatel Submarine Networks of France and Fujitsu Ltd. of Japan, leaders in the deployment of undersea fibre, have been selected to design, manufacture, install and commission the Singapore-Chennai cable.

Mr. Sunil Bharti Mittal, Chairman and Group Managing Director of Bharti Enterprises, said, *"The formation of this venture underlines our commitment to build telecom and IT infrastructure in India. It is an important strategic initiative for our DLD, ILD and Internet initiatives in the future."*

Mr. Rakesh Bharti Mittal inspires young Graduates to Excel

Apeejay School of Marketing – an institution established in the year 1993 for providing international quality education in India – held its 5th Convocation on December 10, 2000 at New Delhi. Mr. Rakesh Bharti Mittal, the Chief Guest on the occasion, presented diplomas to the outgoing batch of 135



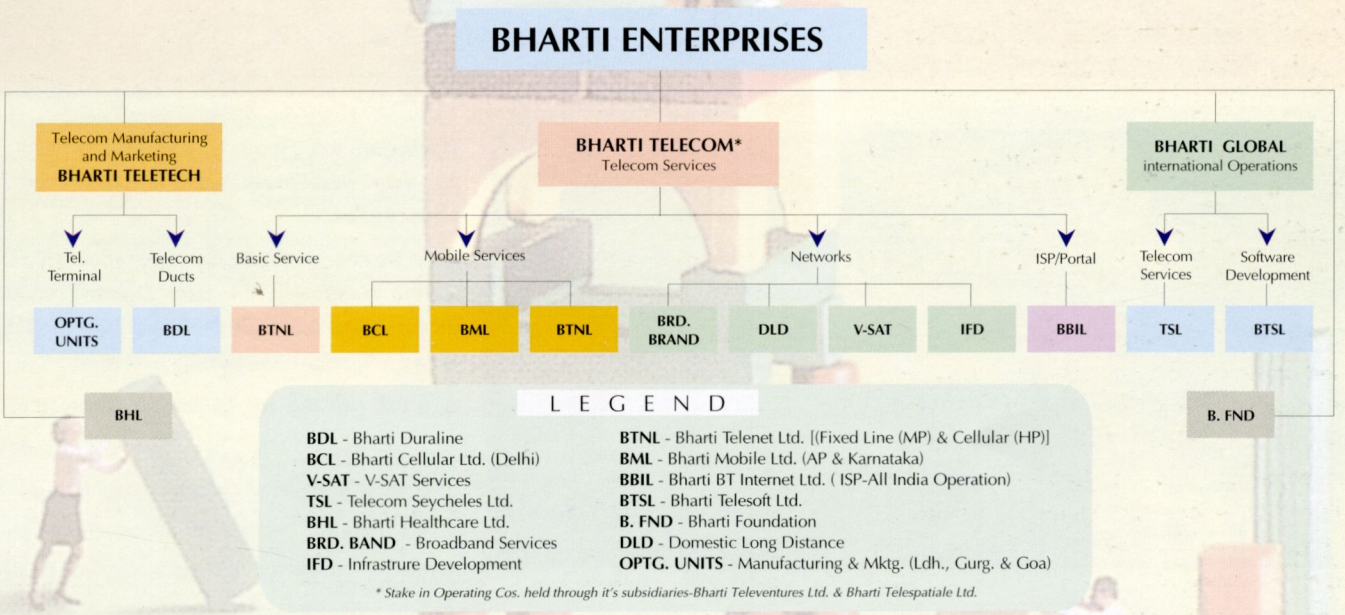
graduates who completed their Post Graduate Diploma in Business Management. Mr. Mittal, in his Convocation address, inspired the young and bright graduates to take the business challenges with firm determination, positive attitude and strong values for attaining success in the fast changing and exciting corporate world.



Corporate **Restructuring** for **Exponential Growth** & Linear **Vision**

Recently, Bharti Enterprises rejuvenated its entire corporate structure by instituting *Total Operational Freedom with Corporate Control.* The key highlights of the changes are:

- Manufacturing and service operations demerged
- Bharti Telecom to lead all telecom service operations
- Bharti Teletech to lead all telecom manufacturing operations
- Apex team of Corporate Directors constituted
- National and International operations delinked
- Creation of separate business lines, each under a President, for linear business vision
- Three new divisions launched under Network services
- CEO's to be totally empowered to run companies' operations



The Service operations of the Company are restructured under *three business lines* – **Mobility** (for Cellular projects), **Basic Services** (for Fixed & Fixed Wireless Services) and **Networks** (for Broadband services, domestic long distance, V-sat and infrastructure development). A President heads each business line to which all CEOs of the service companies report. Bharti BT Internet Ltd. forms another arm to provide Internet services under the brand **Mantra Online.**

Under the Manufacturing arm of Bharti Enterprises, there are two companies - namely, Bharti Teletech Ltd. and Bharti Healthcare. Bharti Teletech's operating companies would comprise of manufacturing units & a marketing arm for telecom terminals, as well as Bharti Duraline for manufacturing of telecom ducts. Bharti Global consists of Telecom Seychelles Ltd. and Bharti Telesoft Ltd.

Mr. Sunil Bharti Mittal continues as Chairman & Group Managing Director for Bharti Enterprises as well as for Bharti Telecom and Bharti Teletech. Mr. Rakesh Bharti Mittal takes over as Vice Chairman and Managing Director of Bharti Teletech Ltd. and Bharti Healthcare Ltd.

Mr. Rajan B. Mittal as Joint Managing Director of Bharti Telecom will continue to be responsible for formulating and executing strategies and policies for the group, while also evaluating the performance of each strategic business unit.

Mr. Akhil Gupta has been appointed as the second Joint Managing Director. He will spearhead initiatives in the area of acquisitions and new licenses, in addition to creating and maintaining relationships with the company's partners, Foreign Investors, Banks, etc.

Mr. Anil Nayar has been appointed President – Mobility. Mr. Badri Agarwal has been appointed as President – Basic Services, while Mr. B. D. Khurana takes over as President – Networks. Mr. Atul Kunwar is President & CEO of Bharti BT Internet Ltd.

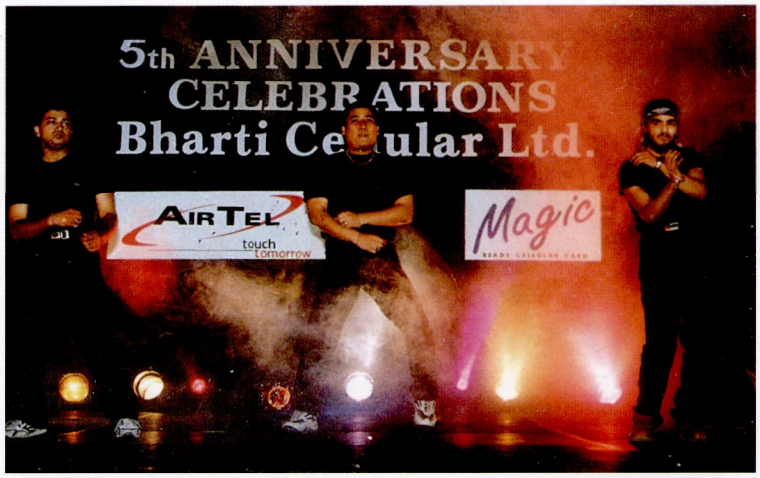
Mr. Sunil B. Mittal chairs the Bharti Foundation, which will have a Board of Trustees, assisted by a coordinator for each of its activities. Bharti School of Telecommunication Technology & Management at IIT Delhi is one of the first initiatives of Bharti Foundation.

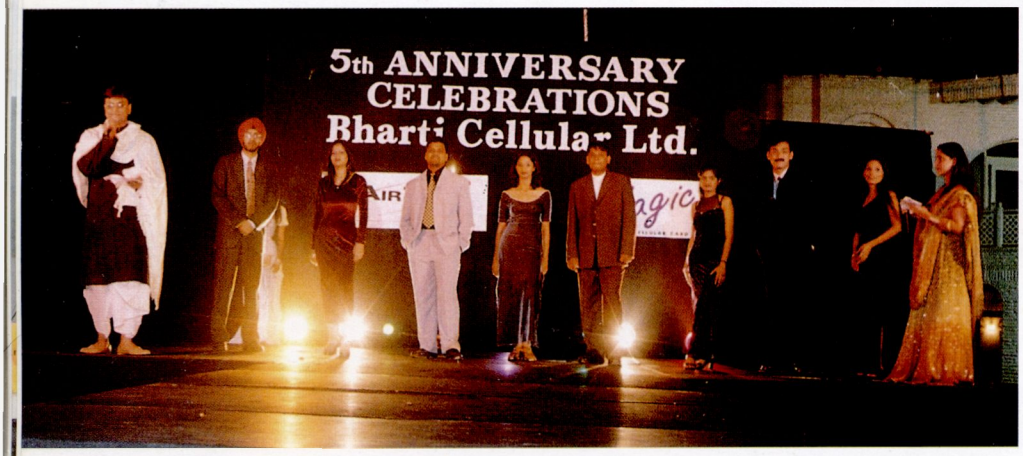
AirTel's 5th Birthday!

AirTel's 5th Annual Day 2000 celebrations kicked off with a range of activities during October & November – The Inter Departmental Cricket Tournament for men & women; a Table Tennis Tournament; and for intellectuals an Inter Departmental Quiz, **Quest 2000**.

The Annual Day on 14th November saw a never before ambience with high spirits. Organised at the Athena Farms, with Rural India as the theme, the evening saw all employees, CEOs, Corporate Directors and Mr. Rajan Bharti Mittal dressed in Rural Indian attire.

The events of the evening included the much awaited Ms. & Mr. AirTel contest 2000, won by Varun Khanna (Sales) and Indrani Gohainbarua (IT).





Thereafter, the Rewards and Recognitions of the year were presented... a moment of pride for all!

Mrs. Seema and Mr. Sanjay Kapoor (CEO), walked away with the Best Dressed couple award while the Theme Award was won by Dinesh Thakur (Marketing).

A great evening at the village of India!

Nationwide Mantra get-together

For the first time, all Mantra employees from all over India, met to consolidate on organisational objectives, filtered down to departmental & individual key result areas. Everybody got an opportunity to initiate organisation buildup, and to participate in fun & frolic.



An Engineer helps the Needy

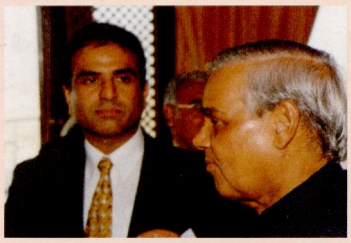


The *Aryavarta Sewa Sansthan* was founded in May 1998, by Mr. Mahendra Kumar Choubey, an Engineer at BTNL, Raipur. Helping poor & needy children by distributing books, paying education fees, and organising Guidance Camps, Mr. Choubey has also motivated several people to donate their eyes for the blind.

He also organised the planting of saplings throughout the city, a stall at the *Book Fair-2000,* and one in *Rotatrade 2000. Congratulations Mahendra, keep up the good work!*

Inspiring Leadership

Mr. Sunil Bharti Mittal with the Hon'ble Prime Minister of India, Shri Atal Behari Vajpayee, in Rome on 25th June, 2000, as a member of the high powered FICCI Business delegation.



Quality Education to ensure Mission Customer First

An organisation-wide movement titled Mission Customer First, was launched by Mr. P. Swaminathan, CEO, BTNL. Keeping customers first always, delivering communication services right the first time every time, understanding and meeting customer requirements quickly and willingly, preventing problems habitually, and improving work processes continually, are the driving principles.



The launch at Bhopal was followed by subsequent launches at Indore, Gwalior, Raipur and Jabalpur. Designed to help imbibe a culture of **customerism** in whatever they do, each employee is undergoing a **Quality Education System** certificate course. BTNL has created a pool of trainees who in turn would train other employees.

AirTel **Adventure!**

Bharti Cellular Ltd. organised cross-functional outings for all employees at Snow Leopard Mountain Camp, Rishikesh. Everybody enjoyed White Water River Rafting, Trekking, Leopard Spotting, besides other activities.

Basic Services in Gurgaon soon

Pending the Government's announcement on fixed line policy and issue of new licences, BTNL will soon launch its basic services in Gurgaon. Considerable footwork has already taken place in anticipation of procuring a licence, and everybody is ready to go ahead in full gear.

Spreading our Wings

BBTL has widened its business domain, by diversifying into the areas of SIT (Satellite Interactive Terminals), Gateway Solutions, Broadcasting business and Services business.

No.1 Gateway Solutions

With a 100% growth plan earmarked for this year, BBTL offers the preferred gateway solutions to various ISPs nationwide. Deals have already been finalised with BSES Telecom, Astra Infonets, Spectranet, Zee Interactive, Multimedia, Mantra Online, Net4India and Karturi.Com. More such agreements which are in the pipeline, will increase BBTL's turnover from Rs. 25 crores to Rs. 50 crores.



Mr. Sunil Bharti Mittal receiving the award from Mr. L. K. Advani, Hon'ble Minister for Home Affairs, at the Special Award Distribution Ceremony held on 22nd August, 2000, at New Delhi.

BCL gets the Golden Peacock Award

The Institute of Directors awarded the Golden Peacock National Training Award – 1999, for the best Human Resources and Training practices to Bharti Cellular Ltd. The award signifies the highest recognition of a company's commitment to training which is the biggest factor in their success and which sets them apart from other organisations.

Record-Breaking Award-Winning streak!



The prestigious **Techies Award 2000,** for Best Cellular Service Provider, goes to AirTel, Delhi, for the fourth time since 1997! The **Communications World** recognises pioneering efforts in IT & Telecom on the basis of an extensive user / reader-based survey conducted over a period of 3-4 months, along with the opinions of a panel of editors.

Coinciding with AirTel's 5th Annual Day Celebrations, the award proves the Company has moved fast, consolidating its strengths as an organisation, ready to take up more challenges. The onus is now on us, more than ever, to deliver even better world-class services to our customers.

Bharti Telesoft moves to its new state-of-the-art premises at Gurgaon.



The façade of the new state-of-the-art premises



CMD inaugurates the new premises by cutting a traditional red ribbon. From left to right are : Mr. Rakesh B. Mittal, Mr. Sunil B. Mittal, Mr. S. S. Sinha – CEO Bharti Telesoft, and Mr. Rajan B. Mittal

Gift someone a Mantra Online connection

Mantra Online tied up with Archies to promote gift packs of 20, 40 & 100 hours of Internet access with Lifetime validity. 2-5 Archies Cards are given free as a value-addition.



Mantra Online Acts Out

To strengthen bonds with business associates, on 26th November, 2000, Mantra Online sponsored the play – *It happens Only in India* – directed by Vikram Kapadia, a tryst with paradox, laughter and hilarity.



New Philosophy, Improved Quality

On 7th November, 2000, Bharti Mobile Ltd., Karnataka, launched ***Quality First,*** a movement that would change the way one works, ensuring error-free services. To involve everybody, an exciting contest was announced, wherein innovative screensavers had to be made. The 42 entries were displayed at the launch venue. Mr. Jagdish Kini, CEO, unveiled the *Quality First* logo, and shared his views on what Quality would mean to BML. Later, the Quality Education faculty and participants were presented certificates, and everybody took the Quality Oath, determined to uphold the new motto.

Bharti Duraline Promotes itself

- Bharti Duraline participated in the international conference on "Financing, Implementation and Operation of Highways in the 21st Century" organised by the Indian Road Congress in association with the Union Ministry of Surface Transport, at New Delhi on 24-25th September, 2000. BDL's participation will help secure an agreement to deploy multiple ducts along National Highways.
- At a seminar on "Signalling & Telecom Strategies for improving Safety and Capacity in the new Millennium" organised by IRSTE, on 3-4th November, 2000, BDL's proposition of deployment of ducts along Railways' ROW received an overwhelming response.

Making Huge Deals

- BDL received a Rs. 6.75 crore order for the supply of 1700 kms. of ducts and associated accessories with Cable Blowing services for GAIL, one of the major Bandwidth Providers of the future.
- Breakthroughs in Petronet MHB, Hathway, Mahanagar Gas, etc. makes BDL a preferred Vendor and a Total Solution Provider of major Network Builders for their HDPE Telecom Duct requirements.

Growing Always

Buoyed by the deluge of orders, BDL has decided to expand its production capacity by 50% from the second half of January, 2001, to cope in an efficient, professional manner.

Bharti Sparkles in Mauritius!

Yet another feather in the cap, Bharti Teletech Ltd. won the prestigious International Tender for supply of 100,000 pieces of its prestigious model **Emerald,** to Mauritius Telecom. Specifically adapted to comply with high humidity (up to 99%) and the frequent rainfall prevalent in Mauritius, the product shrugged off fierce competition from 23 top companies across Asia, Europe and Africa.



Make a Call. Save a Child.

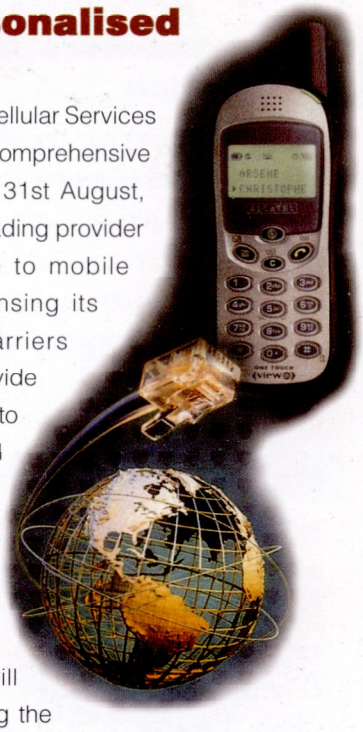
AirTel Delhi, being a caring and socially-responsible brand, will make an appropriate donation to CRY for each call made by subscribers. AirTel touches the lives of special children today, giving them *The Good Life.*

Bharti Telesonic for *Total Integration*

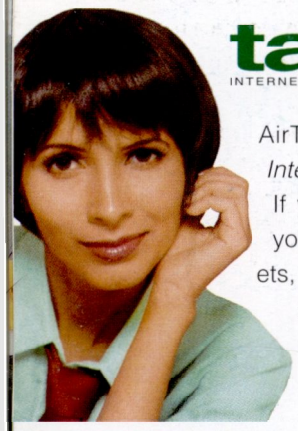
Bharti has always viewed Long Distance as an important step in its plans for the telecom sector. It aims to be one of the totally integrated telecom operators in the country and plans to be the first operational NLDO (National Long Distance Operations) headed by Mr. N. Arjun.

Bharti Telesonic Ltd. has been incorporated to implement the NLDO. The company will have the distinct advantage of belonging to a Group that has its own Optical Fibre Cable (OFC) backbone of about 3600 km. in the state of MP. Additionally, work is in progress for the expansion of the OFC network to yield maximum revenue from Long Distance operations.

Phone.com & AirTel launch India's First Personalised Mobile Internet



This partnership marks the first Cellular Services Operator in India to introduce a comprehensive suite of WAP Applications. On 31st August, 2000, Phone.com, the world's leading provider of WAP-based infrastructure to mobile operators, and currently licensing its software to more than 60 carriers worldwide, enabled AirTel to provide customers with real-time access to Internet based services and applications including email, news, stocks, weather, travel and sports information from the convenience of their digital phone. Phone.com's Professional Services Group will assist AirTel in rapidly integrating the UP.Link™ Server Software into its network.



tango INTERNET MOBILE WAP'S THAT?

AirTel Delhi recently launched Tango – *the Internet in perfect step with cellphones.* If you have a WAP-enabled mobile phone, you can read your e-mail, book movie tickets, rent cars, get news & stock alerts, cricket scores while they're happening, the best movies, shopping options galore... you'll get overwhelmed!

Bharti Broadband... a new foray

Bharti Broadband Networks Ltd. has been incorporated to mark Bharti's foray into broadband services. The company is headed by Mr. Ashok Juneja

NSE launches India's first WAP enabled Stock Trading, in association with Gogiacap.com & Bharti Telesoft Ltd.



Mr. S. S. Sinha, CEO, Bharti Telesoft, at the launch of India's first WAP-enabled Stock Trading

14th December, 2000, was a red-letter day for Mumbai... India's first WAP-enabled Stock Trading on the National Stock Exchange was launched. Made possible by the WAP stock trading interface and a WAP gateway provided by Bharti Telesoft, customers can now see live stock quotes, trade online and view account status on WAP phones.



WAP services being demonstrated at a stall during the ceremony

The Special Event was inaugurated by Prof. J. R. Verma, member SEBI Board. Amongst the august audience were Mr. Ravi Narain, MD, National Stock Exchange, Mr. Satish Naraikar, CEO, NSE.IT Ltd., Mr. A. M. Sood, Gogiacap.com and Mr. S. S. Sinha, CEO, Bharti Telesoft.

PROFILES

Beyond Chat... the Mantra Messenger

In November, 2000, Mantra Online launched a messenger service, the only service worldwide connecting users through a single window to many other users. Aeons ahead of normal chat services, Mantra Messenger is a browser-based application that is a client-based chat tool. After downloading it, users can instantly connect with anyone, anywhere in the world!

Mantra Online @ Exhibitions

Mantra Online recently showcased its business & dial-up solutions and the portal www.mantraonline.com at several exhibitions nationwide — • India Internet World – Delhi • BangaloreIT.com – Bangalore • IT Asia Millennium – Mumbai • IT Carnival – in Jaipur, Lucknow & Chandigarh.

Besides business meetings, Mantra Online conducted lucky draws and posed questions, offering prizes for correct answers. Visitors thronged the Mantra Online stalls eagerly, making them the most popular at every venue.

Iran tie-up induces more business

Mr. Rakesh Bharti Mittal, VC & MD, and Mr. A.C. Srivastava, CEO, BHL, visited Iran to strengthen relationships with customers. They also met with Engineer Tahsiri, MD, M/s Farabi Pharmaceutical Co., one of the largest antibiotic manufacturers in the world, ensuring huge orders.

Syria emerges a potential market

Syria, one of the major markets for capsule exports from India, gave its largest ever order of 2620 lac capsules from Thameco to BHL, in the face of tough competition.

Record Exports

Record export orders of approximately 1700 lac capsules, were received by BHL in a month.

Healthy Signs

Nigeria's first order has been successfully executed; 2 new customers have been added in the Middle East; repeat orders have been received in the Asia Pacific region, CIS region and South America. *Healthy signs indeed!*

BHL goes Eco-friendly



Complying with all statutory environmental provisions, and ensuring a healthy work ambience, a new Effluent Treatment Plant at BHL limits impurities. Treated water will be used for irrigation purposes, reducing pollutants, converting effluence into protein rich water.

USFDA opens up US markets for BHL

Bharti Healthcare has been allotted a Drug Master File Number by the US Food and Drug Administration, opening doors to the US market, and making BHL one of six companies worldwide with the same distinction.

Mr. Jagdish Kini



Jagdish Kini has joined Bharti Mobile Limited, Karnataka, as CEO on September 2000. Aged 45, Jagdish is a Physics graduate with a Diploma in Electrical Engineering, plus an MBA majoring in Finance and with talents in Marketing. He has also completed the Advance Management Programme at Fontain Blue, France.

His brings with him 22 years of experience from working in FMCG companies like Siemens India, Park Davis, L'Oreal - Paris and Gillette - India. He has valuable project experience in setting up operations for L'Oreal in India. Before joining us, he was the Managing Director at Gillette (Wilkinson Sword India).

A sporstperson and nature enthusiast, Jagdish also loves theatre and music, and dabbles in black and white photography. His love for travel has taken him to over 25 countries. He and his wife Anjali, an MBA, have two daughters – Anushree and Dipali... all of them love Hindustani Classical music.

Mr. Rohtash Mal



Mr. Rohtash Mal, 46 years of age, is an Engineering Graduate from IIT, Delhi and Management Graduate from IIM, Calcutta. He brings with him rich experience of more than 21 years. Prior to joining Bharti Tele-Ventures Limited as Chief Executive officer, Delhi Project, Basic Services with effect from November, 2000, his immediate past assignment was at Maruti Udyog Limited as Chief General Manager (Marketing & Sales). He was earlier working with Ballarpur Industries Limited for 18 years and was the Vice President (Marketing) before leaving in 1997 to join Maruti Udyog Limited.

Rohtash enjoys travelling and has keen interest in theatre, hiking and poetry.

On the personal front, Rohtash is married to Ritu who is a Management Consultant. They have two children - Adwitiya – 18 and Archita – 14.

PROFILES

Mr. Rajinder Sharma

Mr. Sharma, 43, joined Bharti Tele-Ventures Limited as Director (Legal) in September, 2000. He is a Law graduate from Indore University, and for the last 18 years has worked in Punjab Tractors Limited, Tata Steel, Reliance Industries and Escorts. Prior to joining us, he was Dy. Regional Counsel & Tax Attorney, Asia-Pacific region, at Lucent Technologies.



Besides being a member of various institutions like Indian Society of International Law, Indian Council of Arbitration and Indian Institute of Administration, he is also a visiting faculty for the National Academy for Customs, Excise & Narcotics (NACEN), National Law School, Bangalore and Institute of Company Secretaries of India, New Delhi. He is a panel member of CII (Delhi Zone) on Indirect Taxes.

Mr. Sharma is a keen sportsman, with special interest in tennis & cricket, and is married to Madhavi who is a housewife. They have two children – Pradyumana – 13, and Priyanka – 11.

Mr. Jagdeep Singh Khandpur

Mr. Jagdeep Singh Khandpur has joined Bharti Tele-Ventures Limited as **Director,** *Human Resources.*



41 years of age, Mr. Khandpur, a Management graduate from Punjab University, brings with him more than 20 years of experience in various Indian and Multinational Companies such as Vardhman Spinning Mills Limited, Milkfood Industries Limited, Pepsi, and Duracell. Before joining Bharti, his immediate past assignment was at Ballarpur Industries, the Thapar Group flagship, as Group Vice President, People Development & Communications. As head of HR, he was responsible for *managing change* and rolling out a number of leadership capability building and executive education initiatives.

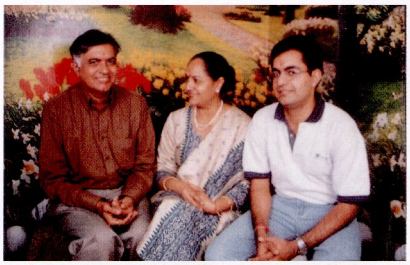
Mr. Jagdeep Khandpur has been a part of Human Resources Programmes at Harvard, Michigan University and is a certified facilitator of 360 degree feedback processes facilitated by The Centre of Creative Leadership, North Carolina, USA. Besides, he has been a member of various forums like Conference Board – New York and Business Forum – Switzerland, and is a visiting faculty for Executive Education Programmes at IIM, Ahmedabad. A member of HRD Committees at CII and DMA, Mr. Khandpur is also a regular participant at various National and International conclaves on HR matters.

In his leisure time, Jagdeep is a keen sportsperson, with special interest in squash and cricket.

Mr. T. R. Dua

Mr. Dua is a graduate in Electrical Engineering from Punjab University, and has a Diploma in Business Management and Export Marketing. He joined Bharti Enterprises as Director – Regulations, at the Corporate Office. Prior to this assignment, he was working as Director (Marketing & Business Development) in Shyam Telecom Ltd.

During his 30 years of experience, he achieved many firsts : Joint Ventures / Technical Collaborations in Digital Switching, Cellular, Basic Services and introduction of a unique range of telecom equipment in India. He is a member of professional bodies like IETE, AIMA, EMI / EMC Society in India, and is actively involved in various telecom associations like CII, FICCI, COAI and ABTO to promote the interest of the telecom sector.



Mr. Dua is married to Shashi, a qualified doctor, MBBS (MS), who runs her own private clinic. They have two sons – Parag, a graduate in Dental Surgery, presently working in the Army Hospital, Agra, and – Tushar, a final year Engineering (Electronics & Communications) student at Vellore.

Mr. Dua is an avid golfer, very health conscious, loves travelling with family occasionally, and likes listening to light music & watching TV.

Mr. P. Swaminathan

Swami, as he is fondly known, was born on 26th June, 1955, and is native to Chennai, Tamil Nadu. He is a qualified B.Tech from IIT – Madras (1977), and a PGDM from IIM – Ahmedabad (1979). He joined Bharti as COO, Indore, in July 1999, and was promoted as CEO, MP Project, in October 2000.



Before joining Bharti, he was Circle Head, BPL Cellular Ltd., since '96. Mr. Swaminathan began his career as a Management Trainee in 1979 with Mettur Beardsell Ltd., Madras. Later, he joined RK Swamy Advt. Associates, Madras, and in 1982, moved to Shaw Wallace, where he served in various capacities from the Product Manager, to CEO of Soaps / Detergents / Toiletries business.

Swami is married to Rama, and they are blessed with two daughters, Vasudha (17) and Mridula (6). He is fond of reading Management Literature and watching TV.

New amongst the Bharti fold

New at the Helm

Rohtash Mal, CEO, *Basic Services, Delhi Project, BTVL*

Jagdeep Khandpur, Director-HR, *BTVL*

Jagdish Kini, CEO, *BML (Bangalore)*

Rajinder Sharma, Director-Legal, *Corp. Office*

T. R. Dua, Director – Regulatory, *Corp. Office*

Bharti BT Internet Ltd.

A. K. Khan Bahadur	Manager - Network
Atanu Bhattacharya	Dy. Manager - HR
Avinash Deepak	Zonal Manager, Corporate - Bangalore
Gopal K Kaul	National Channel Manager - Sales
Indranil Ganguli	Manager - Marketing
K P Dutta	Head - HR
K Raghuraman	Region - Head - North
Kamal Sharma	Sr. Engineer
Mahernosh M	Assistant Manager - Sales
Mughis Uddin Ahmed	Assistant Manager - Network
N Maheshwara Rao	Assistant Manager - Customer Care
NS Bindra	Head - Sales
Sanjay Goel	Sr. Engineer
Saumadri Sen	Zonal Manager - Calcutta
Suprio Dutta	Zonal Manager - Sales
Vikram Chopra	Manager - Content
Vinod Janardan	General Manager - Business Development

Bharti BT Ltd.

Amit Anant Phadke	Executive - Technical Support
Gopa Nair	Materials Manager
Kaushal Desai	Account Manager
Md. Ashikur Rahman	Manager
P Somaya C. S.	Sr. Executive-Material & Logistics
Pratik C. Mehta	Network Engineer
A Sanjay	Accounts Manager
S Sivashankar	Technical Manager
Sajeeve Thomas Thachil	Sr. Project Manager
Sameer Rohtagi	Technical Manager
Sanjai Saxena	DGM - Corporate Affairs & N. Region
Satish Pujari	Regional Manager

Bharti Cellular Ltd.

Sanjive Sethi	Sales Manager - Retail
Amit Chandiramani	Assistant Manager - Marketing
Bimlesh Mishra	Assistant Manager - O & M
Chandrajit Bhattacharya	Sales Manager - Corporate Sales
J. Sugumaran	General Manager - Network Plng. & Engg.
K. Vijayaraghavan	Chief Technical Officer
Kapil Dev Tyagi	Systems Manager
Keshari Prasad Singh	Assistant Manager - Projects
Mandeep Bhatia	Assistant Manager - Marketing Comm.
Mrinal Kanti Ghosh	Assistant Manager - Systems
Nitin Sharma	Head - Corporate Sales
R. Nagarajan	Head - Switch
Ram Ratan Singh	Assistant Manager - Collections
Ravi Rockey Ambrose	Assistant Manager - Marketing Comm.
Ravi Sondhi	Executive Assistant
Ravindra Negi	Assistant Manager - Prepaid
Rishi Malhotra	Assistant Manager - Marketing
Sanjay Jolly	Manager - Projects
Shalini Pandit	Manager - Sales Training
Vishal Dua	Accounts Manager

Bharti Comtel Ltd.

Amit Kumar	Assistant Manager - Technical
Amit Nigam	Manager - Sales & Marketing
Bhupesh Kumar	Assistant Manager - Finance
Kamal Kant Gautam	Assistant Manager - Technical
Lov Kumar Mishra	Assistant Manager - Technical
Rajesh Tomar	Assistant Manager - Admn.
Rohit Takyar	Assistant Manager - Sales
Sandeep Saxena	Manager - Technical
Sanjay Makhija	Manager - Finance
Sanjeev Chhabra	Manager - Corporate Sales
Saurabh Sharma	Assistant Manager - Technical

Bharti Duraline Ltd.

Raj Prakash Khare	Sr. Manager - F&A
B R Naik	Assistant Manager - Production
Jickson Rodrigues	Executive - Purchase

Bharti Healthcare Ltd.

Ashok Saxena	DGM (Marketing)

Bharti Mobile Ltd.

Ajit Ernest Aranha	Head - Risk Management
Ananth B	Sr. Engineer - Switch
Balaji V	Sr. Engineer
Bhavana B Rao	Assistant Manager - Marketing
Chandrasekhar K	Dy. Manager - Marketing
G Mukund	Sr. Executive - Materials
Gautham T V	Dy. Manager - Sales
Hari Krishna G	Sr. Executive - Sales
Harshajith M U	Sr. Executive - Marketing
John Martin Ruben	Assistant Manager - IT
K J Ganesh	Manager - Corporate Sales
Kalyan Kumar Ghosh	Head - Business Control
Manish Kumar	Dy. Manager
Minoti Behera	Assistant Manager - Customer Care
Mishra R K	Manager - Projects
Monisha Kashyap	Assistant Manager - Sales
Rahul Mishra	Dy. Manager - Marketing
Ramakrishnan S	Head - Business Control
Runa Sen Gupta	Major Accounts Manager - Customer Care
Sarma KBS	Assistant Manager - Legal
Savitha Malve	Sr. Executive
Shajil P Vishwanathan	Assistant General Manager - O&M
Sheeba Sahni	Sr. Manager - Sales
Sreekar K V	Key Accounts Manager
Suneetha Abraham	Sr. Engineer
Suresh Kumar	Manager - Materials
Vinod Kumar K	Dy. Manager - Sales
Vivekananda Aryasri	Manager - Sales

Bharti Broadband Networks Ltd.

Sandeep Sharma	Industry Manager
Ankur Lodha	Executive - Business Development
Jayesh Nadkar	Dy. General Manager
Vikram Nagrani	Assistant Manager - Projects

Bharti Systel Ltd.

Aghunarthan K. Nair	Manager - Sales
B. Ranga Vittal	Manager - Sales
Mahesh Shridhar Bhatkar	Area Sales Manager
R. R. Rao	Area Sales Manager
Vivek Vidhyadhar Patil	Area Sales Manager

Bharti Telenet Ltd.

Ansuman Pratyush	Assistant Manager
Ajit Nagar	Dy. Manager - F&A
Atul Nema	Sr. Executive
Bijju Pillai	Sr. Executive - F&A
Dharmendra Kumar	Dy. Manager - Sales & Marketing
Dhaveer Bahsin	Sr. Engineer
Gregory Lyall	Town Operating Officer - Jabalpur
J. S. Bhalla	Dy. Manager - Bhopal
Ketan Suresh Chand Shah	Sr. Engineer - Technical
Manish Agarwal	Dy. Manager - Systems
Manish Dua	DGM - Sales & Marketing
Manish Tripathi	Dy. Manager - Sales & Marketing
Manoj Khanna	DGM - Sales & Marketing
Manoj Suri	Dy. Manager - Sales & Marketing
Mohd. Faizal Zafar	Sr. Executive - Sales & Marketing
Munish Handa	Assistant Manager - Technical
P V Raj Shekhar	Sr. Executive - F & A
Pawan Dixit	Sr. Executive - Sales & Marketing
Piyush Maheshwary	Assistant Manager
Piyush Nair	AVP - Marketing
Rajesh Garg	Sr. Engineer
Rajiv Kohli	COO
S Parathasarathy	Sr. Executive
Sanjay Shrivastava	Dy. Manager
Sanjeev Rawat	Assistant Manager - Sales & Marketing
Santosh Chand	Sr. Executive - Sales & Marketing
Saurabh Prakash	Sr. Executive - Systems
Vikas Rathie	Sr. Executive - Sales & Marketing
Vipin Agarwal	Assistant Manager
Vivek Bhutani	Sr. Executive

Bharti Telesoft Ltd.

Akhileswar Tripathi	Programmer Analyst - CC & BS
Amarendra Kumar Singh	Head - E- Commrce
Ankaj K Gupta	Project Manager
Arshad Kamal	Programmer Analyst - CC & BS
Arti Jaiswal	Programmer Analyst
Arun Srivavastava	Assistant Manager - Admn.
Dharmendra Mishra	Project Leader - E-Commerce
Dinesh Balchandani	Project Manager
I. P. Chaudhary	Assistant Manager - Finance
Jyotsana Shekhar	Programmer Analyst - CC & BS
Mahaboob Sheriff	Project Leader
Manish Kumar Jain	Programmer Analyst - Switch
Mohan M. Prasad	Head - HR
Neeraj Batra	Programmer Analyst - HR
Nitasha Mehta	Sr. Executive - HR
Raghuveer Singh Rathore	Sr. Programmer
Rahul Kumar	Sr. Programmer
Rajan Punchouty	Programmer Analyst
Rajay Singh Mandhata	Network Admn.
Rakesh Kumar	Programmer Analyst - Switching
Rashmi Singh	Programmer Analyst - Switching
Sanjay Gupta	Project Leader
Sanjay Kapoor	Project Leader
Sanjeeva Uthra	Assistant Manager - Admn.
Seema Bangia	Manager - HRD
Sudhir Kumar Nair	DGM - Business Development
Sunita Chauhan	Project Leader - Quality
Tamanna Jindal	Programmer Analyst - Switching
Vijay Marwah	Assistant Manager - Finance
Vijay Nagar	Programmer Analyst - E-Commerce
Vimlesh Chandra Bahugna	Project Leader

Bharti Telesonic Ltd.

A. M. Rai	General Manager - Technical
L Rama Krishna	DGM - Finance
Vivek Katiyar	Sr. Engineer
Abhilash Chandra	Sr. Engineer

Bharti Teletech Ltd. (GGN.)

Rajeev Vatsa	Executive - Technical
Sanjeev Parida	AGM - HR

Bharti Televentures Ltd.

Anil Bahl	Manager - Co-ordination
Anil Kumar	Sr. Manager - HR
Barinder Puri	Executive - Admn.
Harsh Sood	DGM - HR
Nitin Sahai	Assistant Manager - F&A
Satya Pal Dogra	Manager - Admn.
V Rajeev Kumar	Executive Secretary
Sudhir Menon	Executive Secretary

Telecom Seychelles Ltd.

S. K. Roy	Chief Technical Officer
Bernadette Larue	Manager - Business Development

We welcome you to the Bharti family!

MOVEMENTS

B. D. Khurana, CEO & ED, BTNL-MP to **BTVL** as ***President*** - *Networks*

Badri Agarwal, CEO & ED, BML to **BTVL** as ***President*** - *Basic Services*

Ashok Juneja, Director, BCL to **Broadband** as ***CEO***

Col. A. K. Dewan, BTNL-MP to **BTVL** as ***CEO*** - *IFD*

Y. G. P. Raikar, VP (Works), G-Tel to **BTTL** as ***VP*** - *Manufacturing*

P. Swaminathan, COO, BTNL-MP to **BTNL - MP** as ***CEO***

NAME	DESIGNATION	AREA	FROM	TO
Brig. V. Raheja	VP	Projects	BTNL - MP	BTVL - IFD
R. P. Kulshrestha	VP	Technical	BTNL - MP	Basic Services
H K Gandhi	VP	HR	BTNL - MP	Basic Services
Ajay Agrawal	VP	F & A	BTNL - MP	Basic Services
Sudhir Khullar	VP	Secretarial & Legal	BTVL	BTTL
Sunil Kumar	VP	F & A	BTVL - Corp. Office	BTVL - Broadband
Sanjeev Bedekar	GM	Technical	BTNL - MP	BTVL - Broadband
Ravinder Arora	JGM	F & A	BHL	BTTL, GGN. (HO)
V. P. Tripathi	GM	Projects	BTNL - MP	BTVL - IFD
Amitabh Prasad	Sr. Manager	Materials	BTNL - MP	BTVL - Corp. Office
Mukund Kukde	Sr. Manager	Projects	BTNL - MP	BTVL - IFD
L. B. Sinha	Manager	F & A	BTNL - MP	BTVL - Corp. Office
Rajeev Sadhu	Manager	Technical	BTTL - GGN	BCL
Rajesh Shukla	Sr. Engineer	Technical	BTNL - MP	BTSOL
Uday Ratkale	Sr. Engineer	Technical	BCL	TSL

Bharti Today
wishes everybody the authentic
Happy New Millennium!

All of us know that the actual new Millennium starts on 1st January, 2001. After all, there was no year 0 BC or AD. From 1 BC we moved straight to 1 AD. Simple mathematics means we now celebrate the **New Millennium,** *a la Bharti Enterprises!*

So let's wish each other all the best for the next thousand years... and many more to come for all at Bharti Enterprises!

CII deems Narinder Pal Singh No.1 in India!



Mr. Narinder Pal Singh, Sr. Technical Assistant at Bharti Teletech Limited's Ludhiana Unit, was awarded the First Position in the 13th National Workskills Competition Finals organised by CII. He was adjudged the best in India, in the category *Industrial Electronics Trade,* amongst all the participants.

The entire Bharti Family is proud of his benchmark achievement! *Congrats Narinder, keep it up!*

Proven Ways to Improve Interpersonal Relationships

Before you say anything to anyone, ask yourself 3 things : *1. Is it true? 2. Is it kind? 3. Is it necessary?*

Make promises sparingly and keep them faithfully.

Never miss the opportunity to compliment or say something encouraging to someone.

Refuse to talk negatively about others; don't gossip and don't listen to gossip.

If someone criticises you, see if there is any TRUTH to what he is saying; if so, make changes. If there is no truth to the criticism, ignore it and live so that no one will believe the negative remark.

Cultivate your sense of humour; laughter is the shortest distance between two people.

Address your contributions to:

Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Mehrauli Road, New Delhi - 110 030.

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