

# BHARTI TODAY

## INDIA'S FIRST WORLD CLASS PRIVATE TELEPHONE SERVICE - ANOTHER FIRST FROM THE LEADER.

INDORE, JUNE 4, 1998... History was made today at Indore when Union Minister of State for Telecommunications, Mr. Kabindra Purkayastha, inaugurated India's first fixed line telephone service in the private sector. A historic milestone in telecom liberalisation was attained today when Bharti Enterprises, under its group company Bharti Telenet, commercially launched AirTel, India's First World Class Private Telephone Service. Bharti Telenet is the coming together of the two leaders, Bharti Enterprises and Telecom Italia. With a planned investment of Rs. 4,000 crore over the next 15 years, AirTel will cover the entire state of Madhya Pradesh.

Present at the historic first call function were Chief Minister of Madhya Pradesh, Shri Digvijay Singh; the Italian Ambassador, His Excellency Gaetano Zucconi; Chairman, Telecom Commission, Mr. A.V. Gokak; and Chairman of TRAI, Justice S.S. Sodhi.

Speaking on the occasion, Mr. Sunil Bharti Mittal, Chairman and Managing Director, Bharti Enterprises said that the launch of the private telephone service will provide a great fillip to the privatisation of the basic telecom sector. With the launch of this service, Bharti has taken a quantum leap in providing world class telecom services to the Indian consumer.



The first call on AirTel being made to the Prime Minister by Mr. K. Purkayastha.

With AirTel telephone services, the customers in Madhya Pradesh will enjoy the advantages of instant connections, uninterrupted services, 24 hour customer care centre, attractive tariff packages and a range of value added services.

## M E S S A G E



His Excellency  
Shri K.R. Narayanan  
Hon'ble President of India.

Dear Shri Mittal,

The President of India, Shri K.R. Narayanan, is happy to know that Bharti Enterprises is launching India's first private sector Fixed Line Network on commercial basis from Indore on 4th June, 1998.

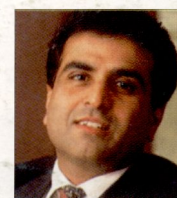
The President sends his greetings on this occasion and wishes the project every success. With regards,

Yours sincerely,

Shri K. Satish Nambudiripad  
Deputy Press Secretary to the President.

“

We are extremely happy to commercially launch India's first private fixed line service. The launch today clearly demonstrates that basic telephony projects can be implemented in the private sector.



Sunil Bharti Mittal  
Chairman, Bharti Enterprises.



Mr. Rajan Bharti Mittal  
Managing Director, Bharti Telenet  
Ltd.

Bharti Telenet will immeasurably contribute to making Madhya Pradesh an attractive location for major businesses.

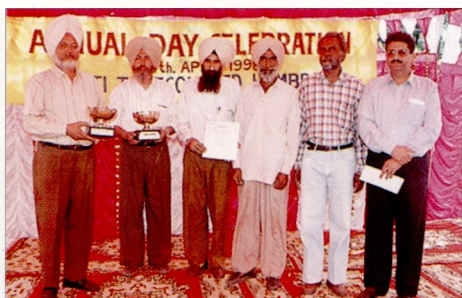
We look forward to making significant contribution to the development of Madhya Pradesh in collaboration with DOT.



Mr. B.D. Khurana  
Executive Director, Bharti Telenet Ltd.

”





A Hat Trick!

Stores section of BTL bagged 'the maximum attendance award' for the third year.

- |                          |   |   |
|--------------------------|---|---|
| 1. Best Housekeeping     | : | Injection Moulding (Plastics Parts) Dept. |
| 2. Best Attendance       | : | Stores Section                            |
| 3. Manager of the Year   | : | Mr. Ashwani Kachroo Manager (P.E.)        |
| 4. Executive of the Year | : | Mr. Manmohan Singh Mathroo-Sr. Eng. (QA)  |
| 5. Best Worker           | : | Ms. Paramjit Kaur                         |
| 6. Best Suggestion       | : | Mr. Gurbachan Singh                       |
| 7. Best Quality Circle   | : | "Uttam"                                   |
| 8. T.Q.M. Quality Award  | : | Gurgaon unit                              |

## Celebrating With The Team

Bharti Telecom, Ludhiana celebrated its Annual Day on 13th April '98 amidst lots of fun and festivity. Awards were given to members of the Bharti family for their performance in specific areas of management and administration.



Col. Rajiva Sharma GM (W) Gurgaon receiving "TQM Quality Award" from Sh. R.B. Mittal - MD.

## Breaking New Grounds

Mr B. D. Khurana, ED & CEO, Bharti Telenet Ltd. was invited to address the CDMA World Congress held in Singapore on 24th June '98, and to share his experience in the telecom field.

Mr. Khurana outlined the services and features being offered to the customers in India and critical factors for the success of CDMA WLL networking in the country. The address was well received by all present at the Congress.



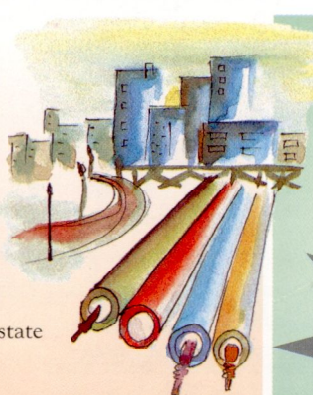
## Holiday Time For Airtel Channel Partners

In order to acknowledge the channel partners contribution to the success of AirTel as the country's number one cellular phone service, the channel partners were taken on a short vacation to Bangkok and Phuket. The holiday brought about a greater level of confidence as well as higher interaction between the company personnel and the channel partners. We thank our channel partners for their sustained efforts in making AirTel the best cellular phone service in India.

## Trend Setters

Bharti Dura-Line has undertaken "Concept Selling" in a big way to promote internationally accepted permanently lubricated SILICORE™ HDPE Telecom Ducts in the country. The latest concept proposed is laying of empty ducts for future usage i.e. 'Real Estate Value Underground'.

This concept of laying of empty ducts has been accepted by M/s IRCON International Ltd. They have procured 100 kms of SILICORE™ HDPE Telecom Ducts to be laid along the railroad from Baroda to Ahmedabad. This duct shall be laid along with direct buried armoured Optic Fibre Cable. This concept will set a trend for Bharti Dura-Line to attract their potential customers. One more step from Bharti in providing new direction to the Telecom Sector.



## Cordless Tag-Alongs

Siemens Telecom launched a consumer promotion scheme for the month of June '98. The scheme offered a variety of gifts with the cordless range P600 & P645. The gifts included Philips FM & AM pocket radio, Philips travel alarm clock and a set of 5 HMV cassettes by Lata Mangeshkar.

## The New Entrants

Siemens Telecom recently introduced the latest models in mobile phone - S10 Active, S6 Classic and SL10. The new entrants are already making their presence felt in the market.





## AIRTEL - TAKING ITS SERVICES TO THE VALLEYS OF H.P.

AirTel, India's finest cellular phone service has once again created a milestone by expanding its services to the scenic valleys of Kullu and Manali. With this expansion, customers can enjoy seamless mobile telephony over large parts of Himachal Pradesh. AirTel offers the widest coverage area that stretches across Shimla, Solan, Parwanoo, Baddi, Chail, Naldera, Barog, Kullu and Manali. Besides these services, cellular handsets and pre-paid SIM Cards will also be available to the subscribers at the retail points.

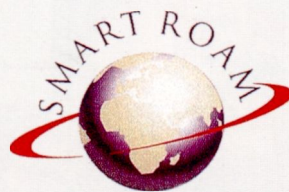


Ace cricketer Ajay Jadeja inaugurating AirTel Connect in Shimla on 3rd August, 1998.

## AIRTEL'S SMART MOVE

On 10th June '98, AirTel introduced Smart Roam services. The first of its kind in India, it would enable its customers to use the benefits of AirTel Cellular Service all around India as well as around the world by just one number.

The Smart Roam facility is totally automatic with seamless coverage, exceptional speech clarity and customer care support. The AirTel subscribers can now travel around the world without the trouble of leaving a forwarding number and address.



## A YEAR OF ACHIEVEMENTS

G-Tel celebrated its achievements on its annual day on 18th April, 1998. The occasion was graced by Mr. Rakesh B. Mittal (MD), Mr. G.K. Agarwal (Dir. HRD), Mr. Viresh Dayal (Dir. Operations) and Mr. H.S. Manhas (Sr. V.P.-TQM).

This year has been a fruitful year for G-Tel. It completed its target and produced 3.02 lac numbers of EPBTs. The highlight of the year 1997-98 was the achievement of ISO 9002 certification. An ode to the hardwork of everyone at G-Tel.

As a means to encourage and celebrate the noteworthy moments, the Trophies for Best Worker, Best Executive and Best Manager were awarded to Mr. Mortu Thanekar, Mr. Vincent Gracias and Mr. T.K. Kerkar respectively, by Mr. Rakesh B. Mittal. It was a day of cheer for all present on the occasion.



Mr. Y. G. Pai Raiker addressing the gathering.

Leadership is about taking an organisation to a place where it would not have otherwise gone without you, in a value adding, measurable way.

George M. C. Fisher

## HOLIDAY CONNECTION

AirTel launched the Himachal Holiday Card - a pre-activated SIM Card for tourists on the hills. This Card provides instant access to AirTel's Mega Millennium Network in Himachal. The Holiday Card enables users to control their expenditure and make savings without any monthly rental or security deposits. Tourists can now drive on the roads surrounding the silent hills, secure in the knowledge that they can connect to the rest of the world, any time.





## THE JOURNEY

### THE LANDMARKS -

May, 1996 - Bharti Telenet bids for providing basic telecom services in MP.

February, 1997 - DoT awards letter of intent to Bharti Telenet. Bharti Telenet becomes first company to sign the licence & interconnect agreement with DoT.

June 4, 1998- AirTel, India's first world class private fixed line telephone service is launched.

### THE PARTNER -

Telecom Italia, world's sixth largest telecom company with an installed capacity of 28 million fixed lines and 6 million cellular subscribers in Italy alone. The company with an operating revenue of USD 28 billion has extensive experience in operating fixed telephony, cellular and value added services.

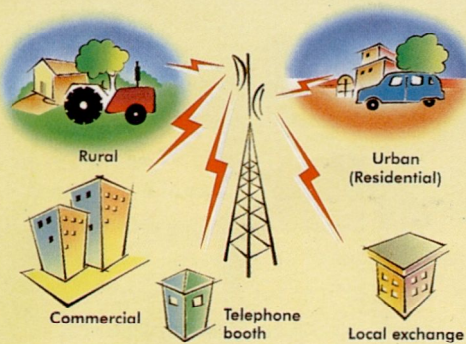
### THE NETWORK -

Bharti Telenet has deployed CDMA WLL (Wireless in local loop) to provide reliable service to subscribers which is free from cable network. Using CDMA in local loop, BTNL is able to cover the entire city with only 3 to 4 base stations. This results in quick deployment and faster roll out.

### ROLL OUT PLAN -

The full blown network will have five regional centres - Indore, Bhopal, Raipur, Gwalior and Jabalpur. The Indore launch will be followed by Bhopal, Raipur, Gwalior and Jabalpur.

### WLL TECHNOLOGY AT WORK



I am pleased to learn that AirTel, India's first ever private sector Basic Telephone Service is being launched by Bharti Enterprises at Indore in Madhya Pradesh. It is the beginning of a new era in the history of Indian Telecommunications. The Telecom Sector was opened up for private sector under a well considered policy. The launch affirms the trust reposed by the Government in the capacity of private enterprises to supplement Government's efforts in setting up essential infrastructure. I understand Bharti Enterprises has set up the project within a short span of 12 months. My congratulations to the Management and Staff of Bharti Enterprises on achieving this commendable feat. My best wishes to AirTel for a bright future.

Kabindra Purkayastha  
Minister of State for Communications

# HISTORY IN



1. Theme launch show.
2. Dignitaries at the AirTel launch.
3. MSU at Pardesipura.
4. AirTel Connect at Sapna Sangeeta Road.
5. Mr. Digvijay Singh inaugurating MSU premises of AirTel.
6. Shekhar Suman and Pooja Batra at the theme launch show.
7. Mr. K. Purkayastha inaugurating the switch.
8. Mr. Ajay Jadeja inaugurating AirTel Connect.

I am immensely pleased to learn that Bharti Telenet Limited is launching the nation's first basic Telephone Services in private sector on 4th June from the State's commercial centre, Indore. I hope that the beginning of world class telephone services in the private sector by Bharti will go a long way in improving the telecom infrastructure needs of the state. On the occasion, I convey my best wishes to Bharti and its partner, Telecom Italia, for the success of the venture.

Digvijay Singh  
Chief Minister,  
Madhya Pradesh



# THE MAKING

INDIA'S  
ST WORLD CLASS  
ATE TELEPHONE  
SERVICE

**AIRTEL**  
TELEPHONE SERVICE  
THE BETTER COM



I am delighted to learn that Bharti Telenet Limited is launching its commercial service in the State on the 4th of June, 1998. I have no doubt that this would usher in a new era of modern and reliable telecommunication facilities in the State and prepare it for the challenges of the 21st century. I do hope that the Company would give special attention to rural areas which are not adequately served by the existing telecommunication network.

With best wishes,

Dr. Bhai Mahavir  
Governor, Madhya Pradesh



I am very happy to learn that Bharti Enterprises will be launching their Basic Telecom Project on commercial basis at Indore in Madhya Pradesh on 4/6/1998. This will be India's first such project and will certainly work the beginning of a new era in the history of Indian telecommunications. The launch, I am sure, will reaffirm the trust Government has in the capacity of private enterprise to supplement Government's efforts in providing essential infrastructure throughout the country. I wish the project all success and a bright future.

Sushma Swaraj  
Minister of Communication

## संदेश

प्रति,  
श्री भगवान् डी. खुराना  
इन्दौर.

सप्रेम नमस्कार,

भारत की प्रथम निजी क्षेत्र की मूलभूत टेलीफोन सुविधा इन्दौर से प्रारम्भ करने के लिये भारती टेलीनेट व उसके सहयोगियों को मेरी ओर से हार्दिक शुभकामनाएँ। उपभोक्ताओं को उच्च दर्जे की सेवाएँ प्राप्त होती रहेंगी ऐसी आशा है।

भवदीया

सौ. सुमित्रा महाजन  
सांसद - इन्दौर



## THE COVERAGE AREA



## THE JUNE 4 REVOLUTION

"Open-up the telecom sector" was what the Government did aver;

"We'll revolutionize telecommunications forever" said Mr. Sunil Mittal, with great fervour.

And so over a year ago a story began with much glow; From a city which we all adore Central India's business-hub, Indore.

First came a comprehensive survey taking many a M.P.'s cities in its sway;

When the homework was completed the 'action' was eagerly awaited.

Towers that were really strange on buildings, made their appearance; Trenches came up on the roadside with latest 'optical fibres' inside. June 4 '98 goes down in history as Bharti Telenet's day of glory; as it is now...

the first Indian company in private sector that's "Basic Telephone Service" provider. Kudos to the Bharti team with toil and sweat they realized a dream; With pride we can all say "Bharti's been unique all the way."

Rajat Chatterjee  
Indore  
(A prospective subscriber's view)



## BHARTI BT - GOING PLACES

- Mr. Ian McKenzie Chief of Operations, BT Global Strategic Markets and Mr. Akhil Gupta, Director Corporate Affairs, Bharti Enterprises, inaugurated the new corporate office at Bangalore. Mr. Arun Seth, M.D., India and SAARC Operations, BT (Worldwide) Ltd. and Mr. Rajesh Ahuja, Director, Bharti BT were also present on the occasion.



- Bharti BT launched its website on 15th of July, 1998. An important component of bhartibt.com is a tutorial on V-SATs which contains an in-depth study of V-SAT communications.
- Bharti BT undertook a customer satisfaction survey during April-May, 1998. The important highlights of the survey were -
  1. Fault handling and customer support emerged as the two most important aspects of service.
  2. The important areas in which Bharti BT needs to focus were identified as project implementation and closer customer contact.
  3. It was felt that Bharti BT was maintaining a good uptime of their networks and doing an overall professional job.

## DIGNITARIES ATTEND TELECOM SEMINAR

A session on "Telecommunication: Regulation, Private Investment and Corporatisation" was jointly organised by FICCI and CII in New Delhi on 9th June, 1998. Sir Iain Vallance, Chairman, British Telecom was the Guest of Honour at the Seminar which was also addressed by His Excellency Sir David Gore-Booth, British High Commissioner in India and Justice S.S. Sodhi, Chairman, TRAI. Mr. Sunil Bharti Mittal, Chairman, Telecom Committee, FICCI and President, ABTO also addressed the Seminar. The Seminar was attended by experts from both government and the private sector.



Left to right: Sir David Gore-Booth, Mr. Sunil Bharti Mittal, Justice S.S. Sodhi, Sir Iain Vallance and Mr. Vijai Kapur, CII.

## CALLING FOR TEAM EXCELLENCE

Mr. Rakesh Bharti Mittal visited Bharti Healthcare factory on the 25th of July, 1998. Addressing managers and workers, Mr. Mittal stressed the need to improve quality and productivity to face the ever increasing competition in the healthcare industry. He further emphasized the need for more participation by workers, especially through increased quality-circle activities.



A warm welcome to Mr. Rakesh Bharti Mittal at Bharti Health Care.

## A SNEAK PREVIEW

A preview of the new ad film for both analog and mobile products of Siemens Telecom was organised in Delhi and Mumbai. The latest models under the mobile phone category, to be introduced in the following months were also on display. The preview was held in Hotel Claridges, Delhi and in Hotel Sea Princess, Mumbai. The invitees included prominent people from the Industry and channel partners.

## ESTABLISHING LINKS



Mr. Sunil B. Mittal in Seychelles.

- The Telecom Seychelles team celebrated a major milestone with their first mobile to mobile call on the 30th of July, 1998. The calls were exchanged between the CEO of TSL - Mr. N. Manjunath and Mr. Rolf Hedenstrom - Project Manager of Ericsson.
- TSL now has over 30 local Seychellois employees, and training activities in most areas are under full swing. The installation of base stations across the island is also progressing fast.
- Mr. Sunil Bharti Mittal was warmly greeted by the TSL employees, on his visit to Seychelles in August '98.
- TSL held its first board meeting on the 6th of August, 1998.

- The staff at TSL went on a mass outing to a popular local discotheque - "Kotiolo" - and danced the night away. A contributory staff picnic and barbeque were organized at the beautiful Port Launay beach in July '98.





## Movements & Placements

### MOVEMENTS

1. Mr. N. Arjun - from Bharti Cellular to Bharti Internet as Director (Operations).
2. Mr. H.S. Manhas - from Sr. VP (Mfg.), Bharti Telecom to Sr. VP (TQM), Bharti Telecom.
3. Mr. V.K. Bhalla - from VP (Works) of CfE to Chief Operating Officer (Gwalior Reg.) in Bharti Telenet.
4. Mr. Vinod Sud - from VP (Int. Project), Bharti Telecom to Chief Operating Officer (Raipur), Bharti Telenet.
5. Mr. S.L. Chawala - from AVP, Bharti Healthcare to corporate AVP (Fin.), Bharti Telecom.

### PLACEMENTS

#### Bharti Telecom Ltd. -

Ludhiana

Dharam Singh Manager (Prod.)

#### Siemens Telecom Ltd.

Mumbai

Bhawna Khanna Manager (CS)

Nandita Dutta ASM (Sales)

New Delhi

Nitin S Belvi ASM (Mktg)

Ravi Bashyam GM (Sales)

#### Bharti Cellular Ltd.

Ajay Nag Asst. Manager (A/cs)

Deepak Gulati V.P. (Sales)

Sanjay Jha Manager (Sys.)  
Sanjay Kapoor COO  
Soumya Ranjan Dy. Manager (Switch)

#### Bharti Telenet Ltd. - MP

Bhopal

Anoop Malhotra Asst. Manager (Sys.)  
Ashok Chawdhary Manager (Project)  
Partho Roy Dy. Manager (Matls.)

Prabhat Paranjape Dy. Manager Switch  
Rahul Khanna Dy. Manager (CC)  
Rahul Mehta GM (Sales) (HO)  
S. Shrivastava Dy. Manager (Proj.)  
Vijai Sampat Sr. Manager (Civil)

Indore

Sunil Razdan Jt. G.M. (O & M)

#### Telecom Seychelles

Anupam Bhatt Manager (Fin.)

Sanjeev Kumar Manager (E/S)

#### Bharti BT Ltd.

R. Chikara A/c Manager

Rakesh Vaidya Reg. Manager Sales

#### Bharti Healthcare Ltd. -

Mumbai

Sudarshan I Javeri Sales Mgr.

Vijay Shetty A.M. (Mktg.)

Delhi

Prashant Saxena Sr. Sales Exec.

V.V. Joseph Exec. Sect.

There's only one corner of the universe you can be certain of improving, and that's your own self.

Aldous Huxley



### REMEMBRANCE

In loving memory of Mr. Vikas Saluja, who left for his heavenly abode on April 27, 1998. He is survived by his wife and two sons. Mr. Saluja who joined BTNL, H.P as Deputy Manager (Sales) on June 06, 1997 will be remembered by everyone at Bharti Enterprises as a true professional and a good human being.

All employees of Bharti join in expressing their sorrow in this moment of grief. We pray to God to give the bereaved family, courage and fortitude to face the calamity.

## P E R S O N A



#### Mr. V.J. Prakash

(Executive Director, Bharti Comtel)

Born on April 24, 1949; Engineering (Mechanical) Graduate from REC, Tiruchy, and Management Studies at IIM, Calcutta; started career with Guest Keen Williams Ltd., moved on to Poysha Industries Co., then worked with Samtel before joining Bharti; won the National

Productivity Award; associated with IIT - Kanpur and Delhi Management Association., AIMA, Manufacturers Association of Information Technology; loves all good things in life; abhors dishonesty, excuses, noise, brinjal and bitter gourds! Personal Mission - "to lead the effort to create a world class Indian company and Indian Engineered products for global markets."

#### Mr. A.C. Srivastava

(CEO, Bharti Healthcare Ltd.)

Engineering graduate from REC, Allahabad, and Management Studies at St. John's College, Agra; has varied experiences in Engineering, Rubber, Metallurgical and Chemical Industries before joining Bharti Healthcare; loves swimming and tennis.

Weakness - Shami Kabab and Rasmalai. Avid gazal listener, specially Jagjit Singh. Plans to produce a TV serial better than Jaspal Bhatti's FLOP SHOW.

Life's philosophy - 'Live dangerously. No fun in being too cautious all the time.' Immediate challenge - "to make Bharti Healthcare a TQM company."



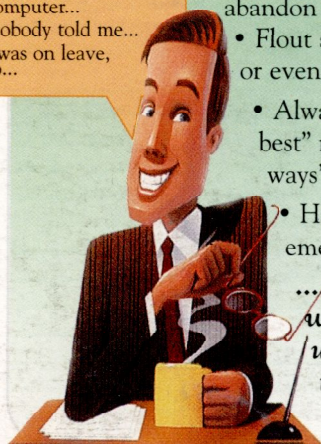


## IF WE HAVE LEARNT TO.....

- Accompany each idea with the statement: "We have tried this before and it did not work"
- Prepare reports only to put it out of sight or even leave it on the top shelf to gather dust
- Start new programmes frequently, only to abandon them mid-way
- Flout schedules, deadlines and rules or even circumvent them
- Always adopt the approach: "I know best" rather than: "Let's try some other ways"
- Have an excuse list ready for all emergencies

### EXCUSE LIST

1. That's not my job...
2. It was the computer...
3. Nobody told me...
4. I was on leave, so...



.....Then it's high time that we un-learned them! Sometimes unlearning is as important as the process of learning.

## DO YOU HAVE A THOUGHT TO SHARE?

Everyone has something to say. So why not say it now? Bharti Today is your opportunity to be heard. Share your thoughts, ideas, perceptions and experiences with us. You could write to us about any suggestion or announcement too! So wear your thinking caps and pen down your thoughts and send them to: Debjani Chakraborty/Anupama Khanna at Corporate HRD, Bharti Enterprises, Qutab Ambience (at Qutab Minar), Mehrauli Road, New Delhi - 110030.

## WORLD AT YOUR FINGER TIPS

The internet has had a relatively brief but explosive history so far. It grew out of an experiment begun in the 1960s by the U.S. Department of Defence. The DoD wanted a computer network which would continue to function in the event of a disaster such as a nuclear war. The network was called ARPANET, which linked U.S. scientific and academic researchers, and was in turn the forerunner of today's internet.

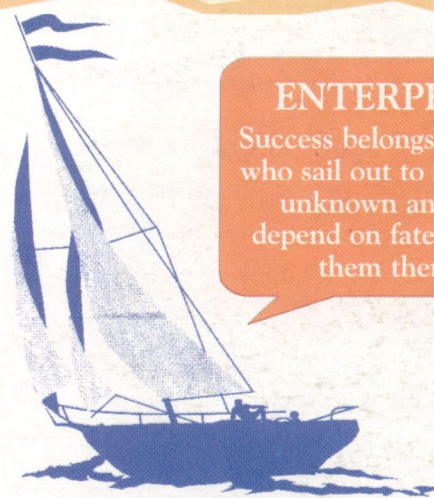
Even though the internet is global, it's as friendly and easy to get around as a small town. Imagine a system of highways that cuts hours off your computer time, or a 24 hour coffee shop with acquaintances eager to chat anytime you want. You can do this by using web chat, or subscribing to a news group discussion. In the real world you can travel to different places using the same network of roads and highways, by using different modes of transportation. Getting around on the internet works pretty much the same way. On the internet you use different software programmes to accomplish different tasks.

The internet is now the world's information superhighway.... giving you a world of data, information and facts, all at your fingertips. So, it's about time you got your internet connection.

Contributed by  
Sanjay Soni

## TELECOM BUZZ

- "India Direct" phone service launched; collect call service to India from abroad
- Global vision group to guide India on information superhighway, comprising Mr. Alvin Toffler, Mr. Bill Gates, Mr. Sunil Mittal, Mr. Shiv Nadar, Mr. Ratan Tata & Mr. Nicholas Negroponte among others
- AT & T and BT form a \$ 10 billion global venture
- 5 - year tax holiday for mobile trunk radio services
- Paging subscribers to cross 1 million mark by Sept., 1998
- Duty on Telecom software rolled back
- Net telephony to be legalised
- Cellular phones allowed in aircrafts but not to be used



### ENTERPRISE

Success belongs to those who sail out to meet the unknown and not depend on fate to take them there.

- All pages on internet are web pages.
- Home page is like an index of a book. It contains links to subsequent web pages.
- A site is a collection of web pages with a unique domain name. It may host one or many home pages.



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