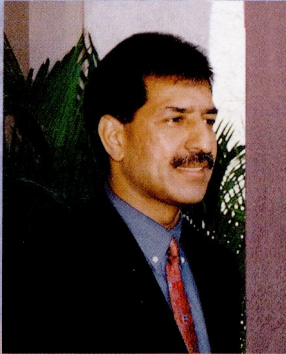


TODAY**A Message from our JMD**

Mr. Rajan Bharti Mittal

Dear Friends,

Warm greetings to you and your family members.

The excitement with which the new millennium was ushered in earlier this year, has lived up to our expectations thus far. The year 2000, till date, has been exciting and remarkable for Bharti Enterprises in a number of ways. The launch of **AirTel Cellular Service** in **Karnataka** and **Andhra Pradesh** by Bharti Mobile Ltd. recently, saw AirTel becoming stronger, and further consolidating its reputation as a force to be reckoned with. Not only is it a brand recognised today on account of its excellence in service quality and delivery, but it is also further acknowledged as a worthy employer, having won accolades for being the most progressive HR-oriented company in the recent past. **AirTel, Delhi** has already the magical 2,00,000 number, in terms of subscribers, in its fold. **Basic Telephony in MP** is surging ahead with the fastest-growing subscriber base for AirTel basic telephone service. A dominant market-share in **mobile telephony in Seychelles**, **AirTel services** achieving break-even in **Himachal** – these have all been testimony to Bharti's relentless quest for supremacy in its chosen field. **ISP** is forging ahead with its International Gateway already in place, and the days of further excitement are not too far away. Our **V-Sat** and **Software ventures** are also making inroads into creating significant milestones of their own. The **manufacturing sector** has also been persistently breaking records in terms of production targets, and expanding markets overseas. In all, the excitement continues.

Amidst all this, has been the realisation that the Group has become large with a strong human resource of 3,500 today. This 'powerhouse' of talent has brought us this far, and I am sure, will take us to even greater heights in the future. The times ahead will continue to throw fresh opportunities at us, which we shall have to turn to our advantage. Our forays into Long Distance and Broadband services are sure to propel us further into the age of convergence. To meet the challenges better, Bharti has recently forged a significant alliance with SingTel, an Asian giant on the lookout for meaningful partnerships world-over.

I am sure, that with your continued support, commitment and persistent efforts, Bharti Enterprises shall continue to etch glorious landmarks in the future.

All the best,

RAJAN BHARTI MITTAL

Inside

📖 1,00,000 customers – a dream realised! 📖 The Lilliput becomes a Giant

📖 What's on at Mantra 📖 AirTel are the Cricket Masters!

A Dream Realised!

From a modest network with a start up base of 14,300 subscribers on 31st March, 1999, to 1,00,000 subscribers in 12 months! It was a long distance to cover, but Bharti Telenet took it in its stride. Led by Mr. B. D. Khurana, ED & CEO, BTNL (M.P.) kept its commitments to Mr. Sunil Bharti Mittal, as AirTel created history by achieving the 1 lac subscriber mark on 30th March, 2000. Team BTNL closed the financial year with 1,06,701 subscribers. The journey was long, arduous and tiring at times. But the smell of success is so sweet, it still lingers in the air. We have done it... *Jeet Hamari Hai!*

see page 2

'AirTel'
launched in **Karnataka** &
Andhra Pradesh!

India's finest cellular service is now finally available down South! The launch of mobile communications that are at par with those offered the world over, now brings Bangaloreans and Hyderabadis closer to each other, keeping them connected like never before! A boon for those who live in the fast lane, AirTel is contributing towards a marked change in lifestyle in the Southern part of the Indian peninsula.

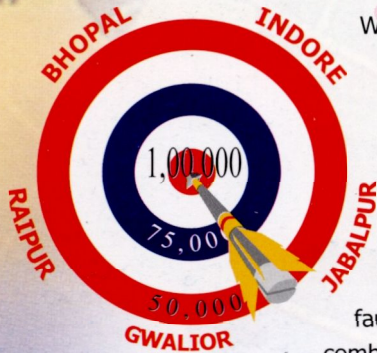
see page 3

Ten to the Power 5!

1,00,000 customers — a dream realised!

The date – 17th January; *the year* – 1999; *the place* – Harvard Business School, Boston, USA; *the man* – Sunil Bharti Mittal; *the dream* – to achieve a 1 lac customer base in Madhya Pradesh by March, 2000!!

It was on a cold wintry night that Mr. Sunil Bharti Mittal had this dream. Most were sceptical, bar one diminutive man... Mr. B. D. Khurana, ED & CEO, Bharti Telenet Ltd., MP, who under his inspiring leadership, galvanised Team MP to achieve the 'impossible.'



With just 14,300 subscribers on 31st March, 1999, and just one year to make that figure 100,000, an audacious marketing coup was called for, one that was unprecedented in the history of the Indian Telecom industry.

First came the conviction that it could be done. The implementation of a brilliant strategy wherein the registration cost for a telephone connection was reduced considerably, worked wonders. This easy accessibility generated long lines of customers at every AirTel outlet. And a voice could be heard gathering momentum – *jeet hamari hai!!*

The Network Development team laid hi-tech copper cabling across the entire state, ensuring high & fault-free connectivity. Word-of-mouth and dedicated effort by the Sales & Network Development teams, combined to generate an exponential growth graph, boosted further by all-encompassing, state-of-the-art customer care centres, providing super-efficient & friendly services.

And on 30th March, 2000, AirTel rewrote the history books, silencing all critics and vindicating Mr. Sunil Bharti Mittal's vision — the financial year closed with 1,06,701 subscribers! Rising at breakneck speed, a 2-lakh subscriber base is sure to be achieved in the near future!



Our CMD is 'Entrepreneur of the Year!'

The LMA *Entrepreneur of the Year* Award was conferred upon Mr. Sunil Bharti Mittal. It was presented by the Governor of Punjab, H.E. Lt. Gen. J. F. R. Jacob (retd.), at the annual function of the Ludhiana Management Association held on 24th May, 2000, at Ludhiana.



Bharti Telenet, HP

Celebrating Towering Achievements

The BTNL (HP) Technical Team led by Col. Y. N. Mishra, GM (Technical), celebrated the commissioning of yet another New Territory — Mandi, Sundernagar — 55 days before schedule. To celebrate this, the entire



team went on a joyride to Kufri and trekked 3 kms. to reach Mahasu Peak, where the AirTel BTS & Transmission tower is perhaps India's highest at 8765 feet.

Building Japanese Ties

H.E. Mr. Ryutaro Hashimoto, former Prime Minister of Japan, was in New Delhi recently. At a luncheon hosted by the Japanese Ambassador, H.E. Mr. Hiroshi Hirabayashi, Mr. Sunil Bharti Mittal shared views on expanding economic ties between India and Japan. Bharti Enterprises has enjoyed



a close business relationship with Japanese companies like Suzuki & Casio in the past.

Karnataka Moves into the Fast Lane

On 12th May, 2000, Karnataka saw the launch of India's largest & best mobile telecom service, AirTel, by Bharti Mobile Ltd., a joint venture between Bharti Telecom & Telia.

AirTel is today recognised as the single most serious player in telecom, and its entry into Karnataka, India's Silicon Valley, was welcomed by the Southern state.



Honouring the occasion with his presence, Mr. Sunil B. Mittal, Chairman & Group Managing Director, Bharti Enterprises, said : *"AirTel integrates India into one, seamlessly tying people from Karnataka to Himachal Pradesh, with a nationwide private infrastructure."*

The representative of Telia, Ms. Lillemor Larsson applauded the world class services & products made available for those who live a fast-paced life. Mr. Badri Agarwal, Executive Director & CEO of Bharti Mobile Ltd., spoke at length about AirTel's Mega Millennium Network (with Ericsson), which is designed to provide a whole new cellular service experience to users in Karnataka.



To achieve this end, 2,500 kms. of hi-tech optic fibre cable is already being laid, while several 24-hour Customer Care Centres are also being set up.

The Lilliput becomes a Giant!

In just six short months since it took over, Bharti Mobile Limited has rejuvenated JTM, making it a giant in many ways :

- Gross Addition of Subscribers : Growth of 159%
- Net Active Subscriber Base : 1,00,282 (as on 30.06.2000), a 50% growth in 6 months
- Market Share : 78% at Karnataka 63% at Andhra Pradesh
- Minutes of Usage : Growth of 161%

AirTel Launches Cellular Services in Andhra Pradesh

It could easily have been called the mother of all launches! The start of operations of AirTel's services in Hyderabad, marked the beginning of a new era... one where India's finest & largest telecom service, on par with the best in the world, was now available to consumers in Hyderabad.



The gala event was the talk of the town for several days, and all leading dailies gave it priority coverage. Inaugurated by the Hon'ble Chief Minister, Shri N. Chandrababu Naidu, on 3rd June, 2000, at the prestigious Taj Residency, several other luminaries and celebrities also graced the occasion with their presence. Mr. Ramalinga Raju, Mr. Rajeev Reddy, Mr. Nagesh Kukunoor, Mr. V. V. S. Laxman, Mr. Ramesh Gelli were part of the august audience to witness the unveiling

of Bharti Mobile Limited in Andhra Pradesh. The company is one of the Group Companies of Bharti Enterprises, which is proud to be India's : • *finest cellular service provider* • *largest manufacturer of telephones* • *first private company to launch basic telephone services* • *fastest growing V-SAT company*.

Celebrating the upbeat spirit at the launch, a dance troupe enthralled one and all with their graceful renditions.



Reasons to be Proud of

- Bharti Telesoft bagged the coveted ISO 9001 certification for its international quality standards. A proud achievement indeed, considering it comes after just 8 months of operations!
- m-Commerz, a mobile Internet solutions suite comprising of Mobile Banking, Mobile Stock Trading, Mobile Ticketing and Mobile E-mail & Yellow Pages, was launched by Bharti Telesoft, bringing the world of e-commerce to the users of mobile telephony.
- Providing Mobile Banking to ICICI & HDFC banks in New Delhi, this first-of-a-kind secure application, a part of Bharti Telesoft's m-Commerz initiatives, was showcased at the Communiq Asia 2000 in Singapore.
- Bharti Telesoft has tied up with Microsoft to develop vertical applications on Microsoft's *SmartCard* platform and libraries.
- Bharti Telesoft & Compaq are all set to provide Network Management solutions, catering to the global requirement for TeMIP solutions development.
- Aplion Networks India has signed an MoU with Bharti Telesoft to assist in product development of Edge Routers for the IP domain.
- Bharti Telesoft has developed a software that enables AirTel to provide IVR based Flight Information services to its subscribers.

Telesoft indeed, is on a roll!



The Future is Mobile

Celebrating this theme on World Telecom Day during a seminar organised by the Institute of Electronics and Telecommunication Engineers (IETE) on 17th May, 2000, Mr. Sunil Bharti Mittal gave the industry viewpoint of what mobile telephony would mean to consumers in the future. Present amongst other distinguished guests, was Shri Ram Vilas Paswan, Hon'ble Minister of Communications, Govt. of India.



Rakesh is Ludhiana's 'Great Son'

One of Asia's leading industrial organisations, the Readymade Hosiery Manufacturers Association (REHMA), Ludhiana, bestowed top honours upon



Mr. Rakesh Bharti Mittal, with the title of *Great Son of Ludhiana*. The Managing Director of Bharti Enterprises was

felicitated on the occasion along with Mr. O. P. Munjal (Hero Group) and Mr. S. P. Oswal (Vardhaman Group).

Healthier Today, Secure Tomorrow

SHE celebrated during Safety Week — Useful tips, seminars, live demos and awareness programmes were featured during BHL's Safety Week from 3rd to 9th March, 2000, where Safety, Health & Environment (SHE) concerns were deliberated upon.

Moving ever Upwards — Already ISO 9002 certified, BHL will soon become a TQM company, with consultant Mr. T. K. Gupta conducting awareness programmes on Participative



Culture & TQM on a country-wide basis.

Satisfying Cipla, always — A high-level delegation from Cipla, including heads of Production & Quality Control, came visiting Bharti Healthcare and was welcomed by Mr. A. C. Srivastava, CEO, and Mr. V. K. Verma, Sr. Manager (Marketing). They went back totally satisfied with what they felt was one of the most well-maintained companies in the healthcare sector.

Achiever's Club 2000



Sales Team were sent on a week-long trip to Gold Coast, Australia. Sea World, Warner Brothers Movie World, pubs, discotheques, Cosmo shopping in Sydney, the magnificent Opera House at Sydney Harbour, were just some of the items on the fun-filled itinerary.

As an incentive to those who achieved their targets, AirTel Channel partners, Magic distributors and the AirTel



13 can be Lucky!

Bharti Teletech Limited celebrated its 13th Annual Day on 13th April, 2000, at Ludhiana amidst much fanfare and gaiety. An Akhand Path, and a hearty lunch preceded the presentation of the first copy of 'Hello Bharti,' Teletech's in-house newsletter, to Mr. Rakesh B. Mittal, Managing Director. Worthy employees with outstanding service records in the past year were also felicitated on the occasion.



Temperature Rising? No Problem!

At the Siemens 2-day, All-India Sales Meet on 10th & 11th April, 2000, the oppressive heat of a hot summer day went unnoticed as each region's performance was enthusiastically presented after regional heads had focused on a consolidated perspective.

A product training camp, a visit to the BTL factory at Gurgaon, and a training workshop at the Asram Service Centre were other highlights. Mr. Rakesh Mittal graced the occasion and inspired everybody, assuring total support to STL.

New Schemes for More Consumers!

- *Exchange Upgrade* – Offering Rs. 150 for any old phone, attracted many consumers

to purchase the better Euroset 802 & 805S in March & April, at Delhi, UP, Bangalore, Mumbai, Maharashtra & Gujarat.

- *Buy Coral, Wake up on Time* – This popular Beetel phone sold even more in UP & Kerala, when an alarm clock was offered free with it.



- *Buy Moible, Win Car* – An incredible scheme launched by STL! Buying a Siemens C25 phone, one could win a Ford Ikon or Mitsubishi Lancer (valid in the North) — any takers?



AirTel are the Cricket Masters!

Bharti Cellular emerged victorious in the Bharti Cricket Masters' Tournament 2000, for the second consecutive year. All the players were cheered by an enthusiastic audience, while Mr. Rakesh Bharti Mittal presented the coveted trophy to the AirTel team.

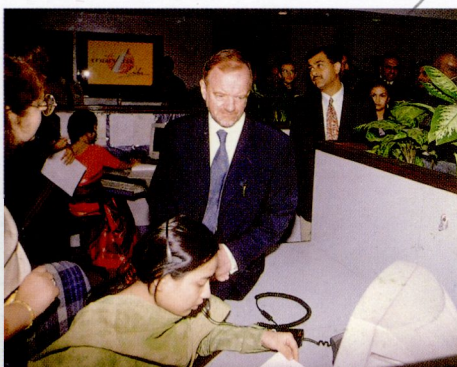
Dharmendra Bade (Bharti Telenet Ltd.) was declared the Best Batsman, Sonal Khurana (Bharti Cellular Ltd.) the Best Bowler, Narender Negi (Bharti Cellular Ltd.) was the Man of the Match in the Finals, while Akshay Mathur (Bharti Cellular Ltd.) won the Man of the Series award.

All the teams were congratulated on having made the event such a memorable one.



Bharti BT Internet

Britain & Bharti Donate £25,000 to Unprivileged Youth



17th April, 2000, was indeed a red-letter day at the Mantra Online Office. Mr. Robin Cook, British Secretary of State for Foreign and Commonwealth Affairs, contributed £15,000 on behalf of the British

Government, to the Bharatiya Yuva Shakti Trust (BYST), while Mr. Sunil Bharti Mittal, Chairman and Managing Director, Bharti Enterprises, presented a cheque for £10,000. They met several entrepreneurs who had initiated ventures towards BYST's much-needed help.

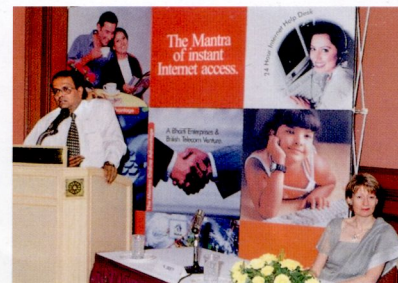
Speaking on the occasion, Mr. Cook expressed his satisfaction that Indo-British partnership was being well forged anew. All present sat in rapt attention when Mr. Sunil Bharti Mittal shared his modest beginnings as an entrepreneur, with just \$800 in his pocket upon leaving college.

The auspicious event was attended by several luminaries, notably Lord Swraj Paul, Mr. Rob Young, Hon. High Commissioner of UK, Mr. Rajan Bharti Mittal, Joint Managing Director, Bharti Enterprises, Mr. N. Arjun, then CEO, Bharti BT Internet Ltd. (BBIL), Ms. Tina Uneken, Alliance Director for India, British Telecommunications (BT).



Mantra Leaps Ahead!

With the launch of its services in Pune on 25th April, 2000, and in Chennai on 27th April, 2000, Mantra Online stretched its footprint to cover 5 cities along with Delhi, Mumbai & Bangalore. Plans for the future are aggressive to cover 27 cities in the shortest possible time.



India's First Ku Band International Gateway

Launched in June 2000, the Ku band technology enables faster connectivity, throughput & download times, as compared to conventional C Band services. Yet another first from Mantra Online!

Click, Buy, Don't Worry!

A PKN verification system to secure online payment transactions has been launched jointly by Mantra Online (www.mantraonline.com) and Venture Infotek Group (VI) (www.ventureinfotek.com). BBIL then CEO, Mr. N. Arjun, felt providing a Personal Key Number was the first step towards allaying insecurity while giving out one's credit card details, thereby making net-buying a safe & worry-free experience.

The first 1000 who renewed their Mantra account through an online transaction, were to get 20% extra hours **free!**

The Best get together

Mantra Online, India's first multinational ISP, has tied up with LookSmart (Nasdaq : LOOK), the world's largest Online Search & Navigation company. Now, a web directory will allow users to experience superior quality searches across 70 US markets, amongst 1.5 million URLs, through 100,000 categories.

Free Mantramail!

Offering 5 MB of web space, plus several innovative features, mantraonline.com launched its free e-mail service, 'mantramail,' on 18th March, 2000, attracting 10,000 subscribers in under a month! *Way to go Mantra!*

It was Party Time at Corporate Office!

Sounds incredible, yet true! February 12, 2000, finally saw the culmination of the desires of many a corporate Bhartian in the form of the first **Party** for Corporate staff. Picnic Huts, Mehrauli, provided the perfect ambience, all lit up in fairy-light splendour, ethereal-looking amidst lush green foliage.

The evening began with refreshing drinks, with the tempo picking up around 8.30 pm. Our Corporate Directors got into the party mood, swaying to the music, raising temperatures all around. Soon, Chairman, MD and JMD also joined the dancing crowd, which had to be seen to be believed!



There was more to come! The first event for the evening was a **Treasure Hunt**, which saw most present scurrying around, trying to sniff out the hidden treasures first. Party games like *Beer Drinking*, *Balloon Bursting* and *Potato Peeling* added to the heady spirits. It was wonderful to see the most serious of our colleagues (at least that's what they would have us believe) letting their hair down for once. The grand finale of all games was the *Tug-of-War* between the Directors and CEOs on one side, and the rest of the employees collectively on the other, where the big brass had to bite the dust (ooops!). Apart from awarding prizes for the winners of all the above events, surprise prizes were also awarded to the best male & female dancers.

Towards the end of the evening, Chairman, Mr. Sunil Bharti Mittal, said the Corporate Office should have such events more often. After all, everybody had been working very hard, with very little fun & games till then. Everyone heartily agreed!

Mantra Celebrates in step with NIIT

In a 2-day bash, Mantra Online choreographed a fun-filled Millennium event where NIITians got a chance to boast their varied talents in song, dance, cricket, sashaying on the ramp, and more.

Senior officials of AirTel presented awards for Best Students, and also crowned the reigning Prince & Princess of the ramp.



Realising Dreams by Doing, not just trying

When Mr. Sunil Bharti Mittal, Chairman and Managing Director of the Bharti Group of Companies, spoke to a batch of new employees who had joined in the recent past, he shared with them a vision of becoming the largest private telecom company in India within 5 years, second only to VSNL and MTNL.

He inspired them with his own experience of galvanising a Rs. 100 crore enterprise into a Rs. 1,000 crore conglomerate, through dedication & hard work. Mr. Mittal also elaborated upon the dynamic philosophy of *Doing*, rather than *just trying*. If this could be embodied in every action, he said each individual could then contribute towards making the Mantra Online brand a distinct identity, as is AirTel.

Web on the Move!

India's first ever multinational Internet Service Provider, Mantra Online (www.mantraonline.com), has tied-up with Unimobile.com Inc., taking mobile telephony to a new level. For mobile access to e-mail, across 42 networks in India and in over 330 cellular & paging services worldwide, just download the Mantra Unimobile™ software from the Internet. You will get notification of incoming e-mails on mobile phones, 2-way pagers and PDAs. What's more, one can also send and receive instant text messages to any mobile device worldwide, and download personalised content from the web anytime, anywhere.

Bharti Cellular

AirTel makes Learning Enjoyable!

The AirTel Learning Centre was launched on 31st March, 2000, by Mr. Sunil Bharti Mittal. Designed to inculcate self-learning, major sections include : • *Reference & Reading Section* • *Information Centre* • *Audio-Visual Centre* • *Virtual Learning*



Centre. Employees could now enjoy many web-based on-line programmes, interactive CD-ROMs and Audio-Visual training sessions, honing their business and performance skills to a fine art. Achieving computer-literacy, BCL

employees now feel considerably more empowered, making AirTel an 'employer of choice' in the industry.

Bharti Cellular

Partying the Hawaiian Way!

AirTel's Financial Year Kickoff Party on 1st April, 2000, regaled one and all, with sand, boats, fishnets and flowers galore, imparting a truly Hawaiian ambience. All the revellers (and waiters too!) sported floral shirts, garlands & hats, while Bacardi & Malibu flowed like water!



Mr. Anil Nayar (CEO) reminded the gathering about the targets to be achieved in the year ahead, before dancing, games, contests and unbridled enjoyment took over at

the Picnic Huts, Mehrauli. It was truly an evening to remember!



Hi-Tech Connectivity for Villages

FICCI organised a seminar on "Connecting Villages with



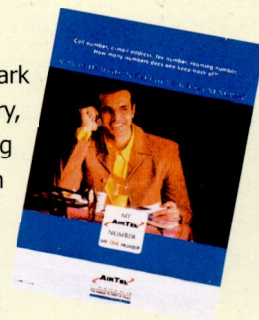
Mr. Mittal presenting his views before the audience. Also seen are Mr. Shyamal Ghosh, Chairman, DoT & Mr. P. S. Saran, former Secretary, Dept. of Telecom Services.

Communications Facilities" on 20th April, 2000, at New Delhi. The Theme Presentation at the occasion was delivered by Mr. Sunil Bharti Mittal, Chairman, Bharti Enterprises, amidst an august gathering.

Bharti Cellular

It's a Small World with AirTel Innovation!

AirTel introduced yet another benchmark achievement in India's cellphone history, providing seamless connectivity, using many modes of communication, with only one 10-digit number. Now, with the help of the world's first Internet mobile product — **Unimobile** — anyone can access phone, fax, e-mail, pager & voice-mail services on an AirTel mobile, with its number being the single address / contact from anywhere in the world!



As usual, AirTel leads the way to a bright & more exciting future, making the planet smaller than ever!

Bharti Cellular

Celebrating Success at Kathmandu

AirTel's annual Sales Kick-Off for the entire team at Kathmandu in April 2000, commenced with a key-note address by Mr. Anil Nayyar, while a performance overview and directions for 2000-01 was outlayed by Mr. Sanjay Kapoor. The event provided a platform to review the initiatives planned by various departments for the year ahead, and to seek clarifications and share personal viewpoints. Inder Bajaj, GM Sales, outlined the incentives for the coming year. Amidst all the serious business, some sightseeing and revelry made the trip a memorable one.



Bharti Telenet, MP

Promoting Literacy, Guaranteeing Education!

Mr. Bhagwan D. Khurana, Executive Director & Chief Executive Officer, Bharti Telenet Ltd., presented a cheque of rupees nine lacs, seventy six thousand (Rs. 9,76,000) to the Hon'ble Chief Minister of Madhya Pradesh, Shri Digvijay Singh, for furthering the cause of education in the state. Mr. Singh deeply appreciated AirTel's initiatives in promoting literacy and guaranteeing education throughout the state. The donation would go a long way towards empowering the Education Guarantee Scheme (EGS), formed in 1997, to provide primary school facilities to every child in MP.



This laudable partnership with the government, makes AirTel a true champion of social causes and especially of every needy child (mainly girls and from less privileged sections of society). Additionally, AirTel has initiated a scholarship for meritorious & financially weak students specialising in electronics & telecom from engineering colleges of MP, who will be offered suitable placement in Bharti Telenet upon successful completion of their course.

G-Tel

Rejoicing at Goa!

The 13th Annual Factory Day at Goa Telecommunications & Systems Ltd., was celebrated with pomp & splendour on 18th April, 2000.



Awards were presented to Mrs. Manisha Vengurlekar for Best Worker, Mr. Prakash Tamse for Best Executive, and Mr. J. Bhaskaran for Best Manager, by Mr. Rakesh B. Mittal.

He also addressed the staff & management, thanking them for their dedicated efforts, and encouraging them to strive for even higher

goals in the future.

Several cultural and entertainment shows rounded off the gala event.



Bharti Telenet, MP

An IT Bonanza for Indore

On January 22nd, 2000, Mr. Bhagwan D. Khurana, Executive Director & CEO of Bharti Telenet Ltd., inaugurated AirTel Fonocom, a 3-day extravaganza billed as Malwa region's most important IT event till date.



Major IT players like Intel, IBM & Wipro, vied to compete with AirTel's spectacular pavilion, which was by far the most popular on show. The AirTel stall showcased many latest technological wonders, like Optic Fibres, CDMA Based Wireless in Local Loop, ISDN, etc., while live video-conferencing between Indore and Bhopal was experienced by thousands of awestruck visitors.

Anil Nayyar
becomes President (Mobility)

Mr. Sanjay Kapoor
takes over as CEO, BCL

Mr. N. Arjun
takes over as CEO, NLD'O.

Bharti Telenet, MP

Valour, thy name is Everest Queen!

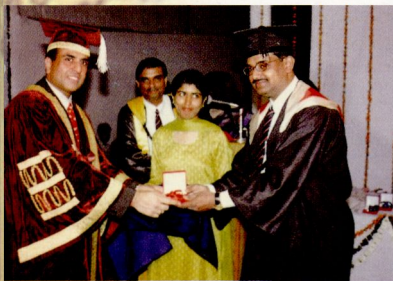
The Continuous Education Programme conducted by Bharti Enterprises received a graceful guest when Santosh

Yadav — the Everest Queen, visited on 13th January, 2000. Her tales of courage enthralled Team Bharti, and everyone applauded her indomitable spirit, felicitating her efforts at mountaineering.



IMT Graduates get a Bonus!

The Institute of Management Technology (IMT) held its annual convocation on 18th March, 2000, at Ghaziabad, where Mr. Sunil Bharti Mittal, the Chief Guest on the occasion, presented diplomas to the outgoing batches of PGDBM. Addressing the convocation, Mr. Mittal laid emphasis on the need to develop one's entrepreneurial spirit early in life. He also highlighted the great opportunities available to outgoing student managers in the new millennium.

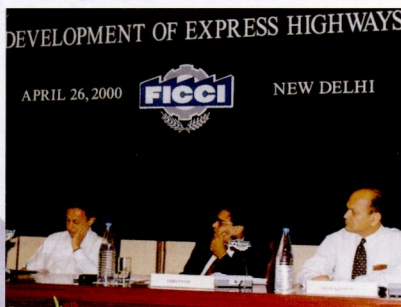


Bharti Dura-Line

Duraline's Ducts are the best!

- **Ductised Highways** — Mr. Vijay Kiyawat, Director (Operations), Bharti Duraline, presented a technical paper at the National Conference on development of Express Highways on 26th April, 2000, at FICCI hall. The Ministry of Surface Transport (MOST), National Highways Authority of India (NHAI), State PWDs and Road Consultants found it useful.

- **Huge Exports** — Bharti Duraline received a Rs. 3.90 crore order from MITCO, UAE, to provide 2,100 kms. of Ducts in the Nation's largest ever such export order.



- **DoT Approval** — Bharti Duraline's Telecom Ducts received approval from DoT with a Type Approval Certificate, a first in India, thus firmly establishing BDL's leadership in this field.

Best Practices lead to Best Services!

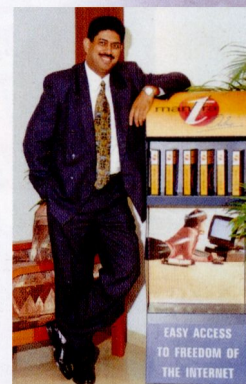
When a company delves deep within its own wealth of talent and the healthy practices thereof, when it weeds out the redundant and heads straight for the tried and tested working solutions, it learns and grows as no other company can.

To achieve this end, Corporate HR has been conducting a series of workshops covering Marketing & Sales, O&M, IT, etc., two of which have already taken place : • **Customer Care Best Practices** workshop on the 5th & 6th May, 2000 • **HR Conclave** on the 29th & 30th May, 2000.

While both dwelt on exchange of good practices, key issues, concerns, future directions, etc., the Customer Care workshop focused on customer retention, call-centre management, churn management, customer satisfaction, training & motivation, etc. The HR Conclave covered employee retention, compensation, knowledge management, learning centres, transfers, etc. By reducing the cycle time for improvement, both promoted excellence in networking of fellow professionals.

Mr. Atul Kunwar, a Profile

Before joining Mantra Online as CEO, Mr. Atul Kunwar was MD & Country Manager of 3Com, India & SAARC region, for two years. He started his illustrious career armed with an Electrical Engineering degree from Delhi College of Engineering, followed by an MBA in Marketing & Finance from Faculty of Management Studies, Delhi University. He was inducted as a Senior Management Trainee by HCL in 1986. After an initial sales assignment in the computer division, he became Product Manager of telecommunications business, and later ran the company's East India operations based at Calcutta. Moving back to the Computer division as Product Manager, he set up HCL's Financial Services Industry sales team at Mumbai, and then headed HCL Hewlett-Packard's West Entity as Regional Manager.



Mr. Atul Kunwar

Setting up Frontline Solutions (a part of HCL) as its CEO, he then became VP – Strategic Planning/Business Development at HCL. Moving on as Executive VP (Sales & Marketing), HCL-General Instruments, till 1988, he returned to HCL Technologies as Executive VP – International Marketing, before taking up the 3Com assignment.

We welcome him and his wife Jyotsana, daughter Anahita & son Revant to the Bharti family, and wish him all the best in his endeavours.

Bharti Mobile

A Backbone of Optic Fibre!

BML has commenced work on a 5,000 km network of Optic Fibre cabling covering Andhra Pradesh & Karnataka on 6th March, 2000. The backbone project is being implemented by Siemens Public Communication Networks and Systems Ltd.



Supporting Scholastic Brilliance

In its ongoing bid to encourage excellence, Bharti Enterprises continues to award a scholarship to one meritorious and needy student of Engineering Colleges across the country.

The 1999-2000 Bharti (Telecom) scholarship for 4 years, has been awarded to Mr. Shantanu Prabhudesai, a 1st year student of B.E. Engineering & Telecommunication branch, studying at Goa Engineering College, Farmagudi, Goa. Bharti Enterprises wishes him all the best in the years ahead.

Mr. Sanjiv Mital takes on VSAT business!

Bringing over 20 years of managerial experience in the software sector, the CEO of Bharti BT Ltd., Mr. Sanjiv Mital, has been the driving force behind several companies, at home and overseas.



Mr. Sanjiv Mital

Armed with a B.Tech in Electrical Engineering from IIT Kanpur, and an MBA from IIM Calcutta, his career

began in 1980 with Tata Burroughs Ltd. as a Systems Executive. Moving up with Wipro Infotech as National Channel Manager, he became Head of the Marketing Function in 1989, and thereafter joined Tata IBM in 1996 as VP - PC Div. at Singapore. He returned to India as President & CEO of Tally Solutions which was the position held by him before moving on to Bharti. Presently, his aim is to increase Bharti BT's growth several-fold. With the convergence between telecom & datacom, it is envisaged that Mr. Mital's IT experience could prove invaluable within the context of the Company planning to provide telecom services internationally. Seeking new challenges always, Mr. Sanjiv Mital's major assets counts as his uncanny analytical ability, and a strong belief in teamwork.

We welcome him, his wife and son Sahil into the Bharti family.

MOVEMENTS



P. S. Sandhu (TSE) to BCL as GM (Projects)

Col. Y. N. Mishra BTNL (HP) to BML (Hyd) as CTO

Arun Vohra BCL to BML (Hyd) as General Manager (CC)

Bhaskar Chakraborty BTNL (MP) to Corp. Office as AVP (Projects)

Col. Rajiva Sharma BDL (Goa) to BDL (Delhi)

Feroz Shah BTNL (MP) to BML (Hyd) as AVP Marketing

Welcome Aboard

BHCL

Rahul Mukherjee
R P Khare

Asstt. Mgr.
Manager - QC

BTNL-HP

Sanjay Kumar Chatterjee
Rahul Dubey
Abdullah Quraishi
Sunil Buthra
Shakti Das
Anshuman Ojha
Vikash Kapoor
Manoj K Agarwal
Rajeev Rana

Asstt. Mgr.
Asst. Manager
Dy.Mgr(Systems)
Sr.Engr
Sr.Engr
Sr.Engr
Sr Exec
Asstt. Mgr.
Sr. Executive

BDL

Manish Gupta
D.N. Panday
Jitender Mohanney
Avijit Dutt
Shridhar V Subramaniam
Shashidhar Banakar
Hemant Prakash
G N Kurdekar
S Kamath

Manager (Tech. support)
Manager (Tech. support)
Chief Financial Officer
AGM
Manager
Assistant Manager
Sr Executive - HR
GM-Works
Sr. Executive

BCL

Sudhir Mehani
Chandrakant Kanase
Murali Dhar Shyam
Shefali Chopra
Kashiana
R. Ramanujam
Vivek Kokate
Ramesh S. Kamath
Devendra Singh
Vivek Prasad
Sharida Parisad Parida

Head-Systems
O & M Manager
Personnel Manager
Business Analyst
Asst. Manager-Cell. Centre
Asst. Manager-Materials
Sr. Engineer-Switch
Chief Financial Officer
Manager-Projects
Sr. Engineer-NWP & D
Sr. Engineer-Switch

BTVL

Radhika Krishna
Ravi Pani
Girish Shivani
Yashwardhan Sahai
Himanshu Mehta
C K Goyal

Sr. Executive
JGM-Finance
AGM-Market Planning
DGM
Executive
Deputy Manager

BTSL

Vishal Gupta
Ashish Swarup
Neeraj Jain
Rekha Gupta
Sharad Goklani
Brij Mohan Mahendru

Project Leader
Project Manager
Bus. Dev. Manager
Project Leader
Project Leader
Project Manager

BBIL

K Vidyasagar
Venkateshwar Rao Lingala
Sunil G Nair
G K Satish
Kedar Shahne
Deepak Mundade
R. Raveendran
Santha Kumar
Rajesh Rangwani
P Srinivas Murthy
Pawan Kumar Kaushal
M A Waheed
P L Natrajan
Neeraj Johri
V V Nandhi Varman
Dhirendra Shrivastava
Sanjeev Srivastava
Rajesh Garg
S Satish Kumar
Sudhir Kumar Singh

Business Consultant
Regional Sales Mgr. Hybd.
Zonal Manager Channel
Zonal Manager
Zonal Manager
Zonal Manager
Zonal Manager Channel
Zonal Manager Channel
Zonal Manager Channel
Zonal Manager Channel
Gateway Operation Mgr.
Zonal Manager
Regional Sales Manager
Project Manager
Regional Sales Manager
Zonal Manager
Zonal Manager
Assistant Manager
Assistant Manager
Assistant Manager

B. COMTEL

Pankaj Sootha
Harish Kumar
Parveen Nanda

Sr. Manager
Asstt. Mgr. Projects
Dy. Mgr. Mktg.

BML - AP

Phanindra N
Venkatachalam M
Shriram Darbha

Assistant Manager
Deputy Mgr.
Head-HR

Murthy JLN
Sanjiv Bhardwaj
Praveen K N
Ravi Kumar
Chandershekhnan
Aswani Kumar
Murali Srinivasan
K Satish Kumar
V Sridhar
Sabita Mary
Mukesh Singhal
Venkata Ramana Ram
Rakesh Rattan

Assistant Manager
Sr. Engineer
Sr. Executive
Sr. Executive
Sr. Executive
Manager-Recovery
Dy. Manager-Finance
Sr. Engineer - BTS
Executive-CC
AGM - Technical
AM - Sales Accounting
AM - Risk&Credit

BML - KARNATAKA

Nagaraj S
V Nagaraj
Abdul Fazeel
Srikant C
Thota Murali Krishnan
Clifford Noel
Sharadha Kishore
Nagaraj S
Gururaj C V
Preetham Solomon
Chandrashekar K
Anantham
Anand Kumar T
Vijay Agarwal
Ananthnarayan
Gopalkrishnan N
Rajiv Verma
V Senthil Kumar
Ganesh Babu
Suresh N
Hareesh Krishna S R
Amruth Kumar
Mohan Kumar T
Shihab
Lalit Narayan Jha
Syed Imdad Hussain
Mariza Anup
T P Harish
Sundaram Srinivasan
Sanjith V
M Jayakumar
Lakshmi Balachnadra
R K Mishra
G Mukund
Sanjay Belawal
Manoj Rao
Raja Ram Kamath

Assistant Manager
GM-HR
Supervisor
Sr. Engineer
Sr. Engineer
Dy Manager
Sr. Executive
Sr. Executive
Area Manager
Deputy Manager
Sr. Executive
Sr. Executive
Asst. VP
Asst. GM
Dy. Manager
Manager - O&I
DGM
Dy. Manager
Asstt. Manager
Sr. Engineer
Sr. Engineer
Assistant Manager
Head - Quality & Training
Senior Executive
Assistant Manager
Senior Engineer
Executive - CC
Area Manager
Senior Executive
Area Manager
Asst. GM
Executive Secretary
Manager
Senior Executive
Area Manager
Product Manager
Head-Sales

BTNL-MP

Rahul Dubey
Abdullah Quraishi
Sunil Buthra
Shakti Das
Anshuman Ojha
Vikash Kapoor
M V Srikant
Asis Patnaik
Sanjay Bhutani

Asst. Manager
Dy.Mgr(Systems)
Sr.Engineer
Sr.Engineer
Sr.Engineer
Sr Executive
Dy.Mgr
Dy.Mgr
Asst.Mgr

BBTL

Vineet Garg
Subrajeet Sen
Kaushal Desai
M R Ganesh
Resources

Account Manager
Account Manager
Account Manager
Manager-Human

BTVL

C K Goyal

Deputy Manager

STL

Pramod H Dhongre
Tejinder Pal Singh

Field Sales Manager
Field Sales Manager

BTSL

Ravindra Sharma
Rajiv Upadhayay
Ritu Saxena

Project Leader
Project Manager
Project Leader

BTTL-GGN

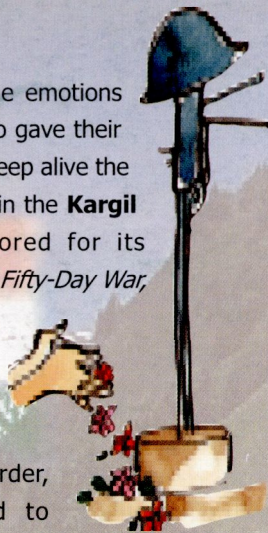
Puneet Choudhry

Assistant Manager

We will NOT Forget!

No words can ever fully express the emotions one feels at the death of heroes who gave their life for the nation... for all of us. To keep alive the memory of their invaluable sacrifice in the **Kargil War**, Bharti Enterprises sponsored for its employees, one of the shows of *The Fifty-Day War*, a *Stagedoor* theatre production, directed by Amir Raza Hussain.

Transported back to those days when our brave *jawans* fearlessly gave their lives defending the border, audiences' hearts were moved to inconsolable grief. The tears that flowed were mute testimony to the undeniable fact – *we will never forget!* Today, we live full & enriching lives, because of many a hero's selfless sacrifice.



Have you ever wondered?

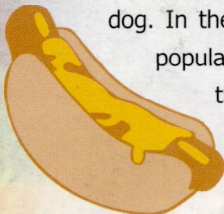
They weren't invented in France, so why does everybody call them French Fries?

It's true, the French Fry wasn't invented in France (its origin is probably Belgian). But the *French* in French fries doesn't refer to its country of origin. It refers to the way in which this side dish is prepared. Food that is cut into strips is said to be *Frenched*. Since French Fries are strips of potato that have been fried, they became known as French fried potatoes, or *French Fries*.



How did the Hot Dog get its strange name?

The Hot Dog was originally called *Frankfurter* after Frankfurt, Germany, its birthplace. But from the beginning, people called it *Dachshund Sausage*, because it looked like the long, thin dog. In the US, the German sausage was especially popular with New York baseball fans, who bought the newfangled sandwich from vendors who sold them by yelling, "Get your *Dachshund Sausages* while they're red hot!" Ted Dorgan, a leading cartoonist, thought these vendors were rather comical, so he decided to lampoon them. In his cartoon, they were shown selling *real* dachshund dogs in a roll, yelling "Get your *Hot Dogs!*" at each other. The name stuck, and the rest is history.



Challenge

Life can be a rocky road and full of dust

The challenge is not to let it grind you into dust

But to polish you into a brilliant gem

A routine of constant challenge builds strong beings,

Much as a good gym workout builds strong bodies

For what you believe yourself to be

You are !!

Contributed by Debra D'souza -Bharti Dura-Line, Goa

Think

If you think you are beaten, you are.

If you think you dare not, you won't.

If you like to win, but you think you can't,

It is almost certain you won't.

If you think you will lose, you're lost.

For out of the world we find,

Success begins with a fellow's will,

It's all in the state of mind.

If you think you are outclassed, you are.

You've got to think high to rise.

You've got to be sure of yourself before

You can ever win a prize.

Life's battles don't always go

To the stronger or faster man.

But sooner or later the man who wins

Is the man who thinks he can.



Address your contributions to:

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Mehrauli Road, New Delhi - 110 030.

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