

# bharti today

Vol. 6, Issue 1, February 2002

## Bharti creates history with IndiaOne

LONG DISTANCE SERVICE

Dear Colleagues,

Let me wish you and your family a great year of happiness and prosperity.

The last two months of 2001 have truly changed the world of Indian telecom. Bharti's path-breaking launch of its National Long Distance operations and the exponential growth in the customer base of our mobile services has brought a new excitement in the Indian telecom sector.

Bharti launched IndiaOne and created history by busting one more monopoly. The launch of IndiaOne underlines the vision of providing consumers with a choice and the finest value for money. I am pleased, as we again opened a new chapter in the vital process of privatisation of the telecom sector in India.

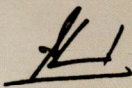
Bharti also continued to receive international accolades. International magazine, *tele.com*, showcased the top 10 Asian "Leading Lights of Telecoms" with analytical inputs from internationally recognised research consultants, Frost & Sullivan. Bharti was showcased as one of the Top 10 "Leading Lights of Telecom companies of Asia" along with Asian telecom behemoths like Japan Telecom, SingTel and Globe Telecom.

It is a matter of great pride for us to be recognised as not only a leading telecom company in India, but in fact, also to be featured as one of the Top 10 leading telecom powerhouses of Asia.

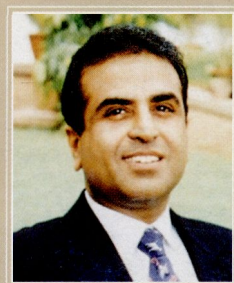
In this period, we also successfully launched Touchtel in Haryana and AirTel made a stylish, high impact debut in Kolkata.

We begin the New Year with many milestones to cross, many achievements to conquer. I am sure that your passion, energy, commitment and drive will soon take Bharti to a position of becoming one of India's top ten most valuable companies.

Best regards,



**Sunil Bharti Mittal**  
Chairman



### Other Highlights

- Haryana gets **touchtel**
- AirTel debuts in Kolkata in style
- AirTel launches **youtopia**



## Bharti Cellular India's Best Cellular Service Provider

Once again, Bharti has emerged as the undisputed leader of mobile phone services with Bharti Cellular Limited being awarded the 'Best Cellular Service Provider Award - 2000-01' by Voice & Data magazine. This is the first award of its kind in India.

The award, based on business & financial parameters, is yet another milestone for Bharti.

## Warm welcome to our New Directors

Bharti recently inducted five new Directors into the Board of Bharti Tele-Ventures. They are : Mr. Y. C. Deveshwar, Chairman, ITC, Mr. P. M. Sinha, President and CEO, Pepsi-Cola, Mr. N. Kumar, Vice Chairman, Sanmar Group, Mr. Wong Hung Khim, former President and CEO, SingTel and Mr. Donald Cameron, former Director (New Ventures), British Telecom.

Their counsel, expertise and experience will take Bharti from being a leader in Indian telecommunications to becoming the country's most respected company. These corporate leaders will guide us in ensuring the best of corporate governance and assist us in making Bharti a company that is managed by leading-edge, world-class values, processes and practices. **Welcome to Bharti!**



## Bharti & VSNL PARTNERS IN CONNECTIVITY

Bharti Telesonic signed an interconnect arrangement with Videsh Sanchar Nigam Ltd. (VSNL) to carry international calls between cellular operators and VSNL.

The arrangement will herald a new era of cooperation, with the objective of eventual affordable rates for international telephony.

## WORLD ECONOMIC FORUM

COMMITTED TO  
IMPROVING THE STATE  
OF THE WORLD

**Bharti does India Proud... again**

## Bharti inducted into the World Economic Forum

Bharti Enterprises has been inducted as a Foundation Member into the prestigious World Economic Forum (WEF).

*"It is with great pleasure we welcome Bharti Enterprises as a new member of the World Economic Forum,"* said Mr. Klaus Schwab, the Forum's President.



# "Thank you IndiaOne"

"Our son can call us from his hostel anytime he wants. Now we will miss him less."

"Now I can actually call anytime I feel like."

"I can call home frequently even when I am travelling."

"Ever since I got married and moved to Mumbai, I wanted to call my parents everyday."

**bharti**  
building telecom  
building partnerships

When we announced deep discounts on STD calls, we knew that we were about to make history. History that would benefit our most precious stakeholders - you, our customers. What we did not quite foresee was the love, feelings and sentiments that would come from you, from all across India, in all languages - the rough ones, the smooth ones and words. Thank you, India, for your kind words. Today, as we look back on the launch, we are proud of the process of affordable STD rates across the country. We moderate ourselves to keep providing you true value. To make you smile. To make India - One.

**IndiaOne**  
LONG DISTANCE SERVICE

## A Path-Breaking Announcement

On 17th December, 2001, Bharti announced the launch of India's first private sector National Long Distance service under a new brand name, that created history after its birth.

# IndiaOne

LONG DISTANCE SERVICE

The launch of IndiaOne further underlines the spirit enshrined in NTP-99. It is a testimony to Bharti's vision of building Indian telecom infrastructure.



## THE ECONOMIC TIMES And the winner is ...

As the neck-and-neck race among telecom players over rates intensifies, it's the customer who has emerged victorious

**T**HE telecom Oscars have been announced, and the fellow who runs away with the prizes in almost every category is the Indian consumer. However, the prize for forcing change in at least two large markets goes to telecom baron Sunil Mittal and the company he heads, Bharti TeleVentures Ltd (BTVL).

Since late last year, when BTVL won licences to start up cellular operations in eight new circles, the compa-

ny has gone on overdrive, rolling out local fixed line operations in three new circles - Haryana, Delhi and Tamil Nadu - setting up a gateway to carry overseas data traffic in association with Singtel and in December, making the biggest wave in India's telecom history by killing off a 113-year-old monopoly with one announcement.

That was the launch of BTVL's domestic long distance (DLD) network, called IndiaOne, to rival state-owned Bharat Sanchar Nigam Ltd's DLD monopoly. A day after BTVL's announcement, a consortium of private cellular operators announced that they would tie up to carry DLD traffic on IndiaOne and that BTVL's long dis-

ance tariffs - half of those offered by BSNL at that time as cheap as calls on BSNL's fixed lines. A few weeks later, BSNL cut its own DLD charges under severe pressure. The consumer, for long used to unbridled rate cycles for telecom tariff changes, exulted today, with competition gatecrashing the final bastion of state monopolies - long distance operations - price wars among rival telecom companies are becoming commonplace.

Actually, things started changing when the first Telecom Regulatory Authority of India (Trai), headed by Justice S S Sodhi, was created in 1997. That regulator took its job seriously and tried to bring in a series of price revisions that would close the gap between the subsidised rates paid for long distance calls and the market rates of local ones. Every move of Trai was bitterly contested by vested interests like MTNL and the Department of Telecommunications (DoT) and the NDA government decided in 1999 to fire the first Trai and reconstitute it with a new head, M S Verma. India's telecom landscape has changed dramatically since then. Prices of long distance calling and data transmission are crashing - by margins that vary between 25 and 60 per cent from the existing rates.

The new Trai, which takes only the business of hanging on to its job seriously, can't take credit for this. The dramatic collapse of tariffs for domestic long distance calling and VSNL's recent decision to slash rates on lease lines used by bulk users for overseas data traffic have been spurred by competition gatecrashing cosy monopolies. And the competitor in both cases is BTVL.

Last week, VSNL announced a 60 per cent cut in lease line rates, a move that is also prompting its undersea cable operations with a similar cut. All this hullabaloo has disturbed the slumber of Trai and prompted it to lower the cap on prices charged by cellular operators on roaming services. Better late than never.

Anybody who doubts that it is competition and nothing else that has convinced state-owned behemoths like BSNL and VSNL to cut rates, should look at the prices which Indian consumers pay to make overseas calls. Till April, overseas voice calls will continue to be a predictably extortionate levels. But competition is allowed to carry overseas data traffic and VSNL has scurried to cut data lease line rates. The bottomline is simple: private sector competitors, not even regulators, are the con-

■ Abheek Barman

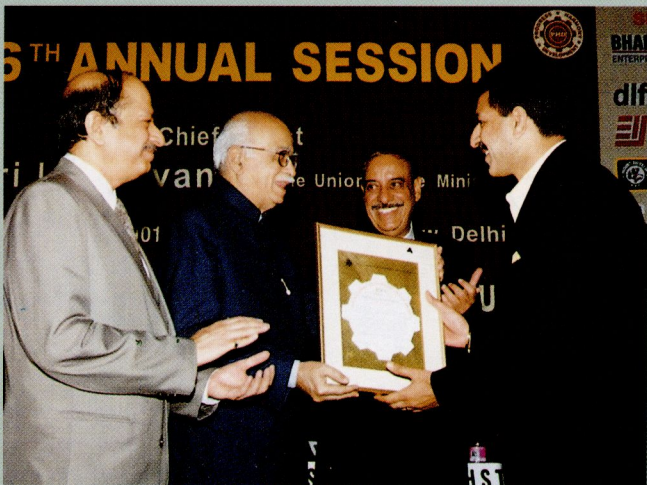
Bharti signs  
India's first

## NLDO License

Bharti Telesonic was awarded the first National Long Distance Telephony License.

Bharti Telesonic has already deployed over 10,000 km of its optic fibre network, covering over 50 towns.





## Distinguished ENTREPRENEURSHIP AWARD 2001 presented to SUNIL MITTAL

Sunil Mittal was awarded the Distinguished Entrepreneurship Award – 2001, in recognition of his “outstanding entrepreneurship.” The award is set up by PHDCCI (Punjab-Haryana-Delhi Chamber of Commerce and Industry). Presented by Mr. L. K. Advani, Hon'ble Union Home Minister, on 8th December, 2001, at New Delhi, Rajan Mittal received the award on behalf of Sunil Mittal.



## Rajan Mittal inspires Indore

Rajan Mittal delivered the Keynote address on ‘Entrepreneurship in the Indian Context – the challenge of building an empire from scratch’ at the IRIS 2001 – Annual Management Festival of Indian Institute of Management, Indore, on 1st November, 2001.



Rajan Mittal delivered a speech on Bharti's Success Story – ‘Turning Dreams into Reality’ – at the Successful Indian Business Stories event organised by the Indore Management Association in October 2001.



## Sunil Mittal wins the GOLDEN PEACOCK BUSINESS LEADERSHIP AWARD

In recognition of his outstanding leadership, extraordinary achievements, vision, foresight, determination and demonstrated success, Sunil Mittal was presented India's most prestigious Golden Peacock Business Leadership Award for the year 2001.



# touchtel to ring in a World of Joy

Bharti unveiled **Touchtel**, the telephone services and solutions brand. Offering a range of customised and comprehensive telecom solutions, the brand encompasses voice-based telephone & dedicated ISDN services, video conferencing, etc.

**Touchtel** signals the coming of age of International quality and world-class telephone services in India.

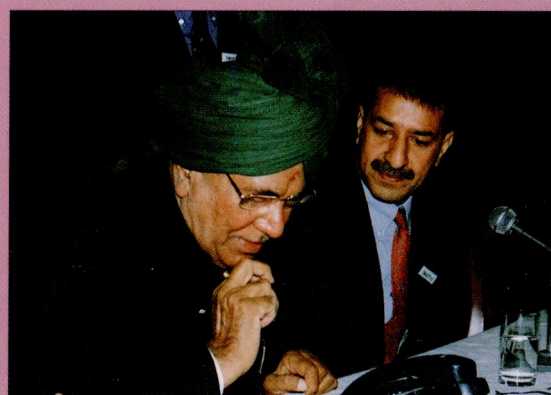
## Haryana experiences the magic of Touchtel

Bharti became the first private basic telephone services provider in Haryana with the launch of **Touchtel**. On 26th December, 2001, Mr. Om Prakash Chautala, Hon'ble Chief Minister of Haryana and Mr. Pramod Mahajan, Hon'ble Union Minister for Communications, IT and Parliamentary Affairs, launched **Touchtel** with an inaugural call to Mrs. Sheila Dixit, Hon'ble Chief Minister of Delhi and a subsequent call to Kapil Dev, world renowned cricket star from Haryana.

The business consumers of Haryana can now look forward to a state-of-the-art telecom solutions experience with **Touchtel**.

## Touchtel touches Madhya Pradesh

The flagship brand for all wired line business, **Touchtel**, was launched by Rajan Mittal during the Bharti Telenet - MP Dealers' Conference held at Goa. Badri Agarwal, Hemant Sachdev and P. Swaminathan graced the event.





# AirTel in Kolkata!



Bharti launched AirTel in Kolkata on 22nd December, 2001.

AirTel became Kolkata's first **2.5G, GPRS-ready network** and set up a **new switch with the largest capacity of 2,50,000 customers**. A brand new retail concept, AirTel Connects, was also introduced, along with specialised services like EFR, Fax Mail, etc.

It is our proud privilege to present AirTel to a culturally rich city like Kolkata. Our customers across the length and breadth of the country may speak in different languages, but they are joined together by one brand — AirTel.

AirTel is in Kolkata with a promise to provide a warm, customer-friendly, superior service experience strengthened by a state-of-the-art, world-class network.

The launch evening at Tollygunge Club was truly spectacular. The who's who of Kolkata gathered in large numbers to enjoy the entertainment provided by a world famous troupe from UK and Shiamak Davar's high energy music.





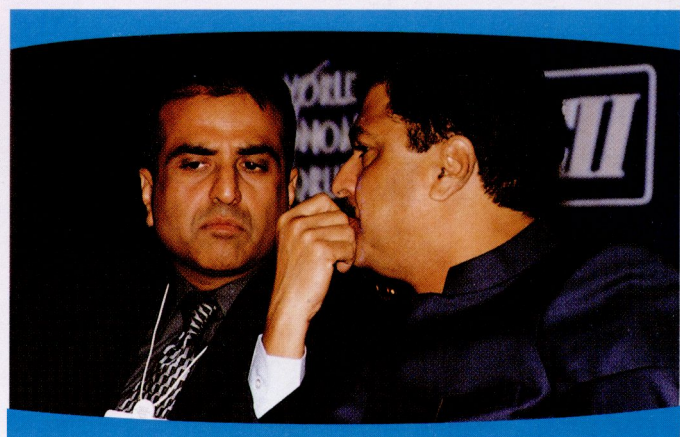
## Breaking ice at the ICE Summit

Sunil Mittal addressed the inaugural session of the **Information, Communication & Entertainment (ICE) : Convergence of Technologies** summit in Kolkata. The other speakers included Mr. Pramod Mahajan, Hon'ble Union Minister for Parliamentary Affairs, Information Technology & Communications, and Mr. Buddhadeb Bhattacharya, Hon'ble Chief Minister of West Bengal.



## The Economics of IT & Telecom

Sunil Mittal chaired the *IT & Telecom* session at the **India Economic Summit 2001** (theme : India Changing Paradigm) in New Delhi. Organised jointly by the World Economic Forum and the Confederation of Indian Industry, the summit was graced by Mr. Pramod Mahajan, Hon'ble Union Minister for Parliamentary Affairs, Information Technology & Communications, and several International and Indian key businessmen and politicians.



## Our Chairman enhances Trade Relations with USA

At the **Indo-US Knowledge Trade Initiative Rollout (KTI)** function in New Delhi, Sunil Mittal chaired the Working Group on Information Infrastructure. He exchanged the KTI report with Mr. Dean R. O'Hare, Chairman & CEO, The Chubb Corporation.



## Building Partnerships

Sunil Mittal, along with Hsien Yang Lee, President & CEO, Singapore Telecommunications Limited, and Hemant Sachdev were present at an informal interaction with the media in New Delhi.





## Bharti Cellular is Six!

The 6th Anniversary of Bharti Cellular Ltd., Delhi, was celebrated with pomp & gaiety. All employees and their families embraced the theme – Mexico – with great gusto, and came dressed as Ranchers & Cowboys.

The highlights included a Talent Contest organised in-house, an Indian Music Group Dance, a Theme Award Competition, Performance & Sports Awards, not to mention Tequilas galore with Tex-Mex & Latino cuisine... *an affair to remember indeed!*



## Bharti Cellular employees get the FAIR TREATMENT

October 2001 saw stalls from Magic, ICICI, Apna Loan, Compaq, IBM, Avon Cosmetics, Lifespring, Nike, LG, Beetel phones, Audio Cassettes, etc. offering discounts at a Fair for employees of Bharti Cellular. These and wholesome food / refreshment stalls, plus lucky draw prizes made it a popular event... employees with stuffed shopping bags were visible in all 4 buildings.



## Bharti Cellular's MILESTONES on the path of SUCCESS

*First Mobile Call in Meerut* — The first ever mobile-to-mobile call in Meerut - UP (West) was made on 27th December, 2001, making it India's first such call on the 1800 Mhz frequency.

*Roaming on Magic* — Magic is India's first and only prepaid card to offer All India Incoming Roaming.

**Magic**  
READY CELLULAR CARD

## Taking Delhi by Storm!

**youtopia**  
THE AIRTEL YOUTH CLUB

**Youtopia** — Targeting generation next, this dynamic service offers Auctions, Contests, Discounts, AirTel Gear, Chat, Party Zone, plus tips on Careers, Fashion, Campus, etc. Now the youth of Delhi have a common platform for interaction on the Internet, yet another first from Bharti Cellular.







## Cross-Cultural ties at **Diwali**

At **AirTel - Andhra Pradesh**, Diwali was an occasion for displaying India's grand ethnic finery, with *Kanchivaram Sarees* from the South, *Dhoti Kurtas* from Coorg, Telugu Grooms, Malayalam *Chetans*, *Nawabs* of Hyderabad, and more! Other highlights included an *Ethnic Prince & Princess Contest*, lighting of *Diyas* and a *Rangoli Competition*, to make the Festival of Lights a pleasantly different one in Andhra Pradesh.

## Making the Impossible Possible

At **AirTel - Andhra Pradesh & Karnataka**, an outbound team-building programme turned out to be

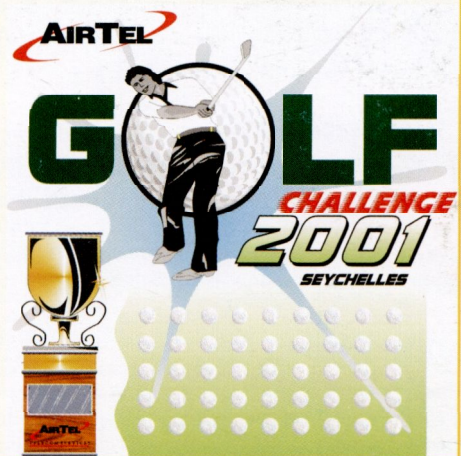


a *self-confidence booster!* Crawling, hanging, rappelling, walking through *marshy lands*, and rafting down *rapids*, normally thought impossible, was achieved through trust. For the first time, the Karnataka and Andhra Pradesh circles participated on a common platform, generating fond memories and lasting friendships.

## GOLF FOR THE UPWARDLY MOBILE

**AirTel's** love of sports was reaffirmed by hosting the first **AirTel Golf Challenge** championship at the Seychelles Golf Club in December 2001. A host of participants competed fiercely for the coveted prizes, making the contest a huge success.

Russell Thomson scored 66 to win, a fine effort, given the heat that day. Jayant Keswani, Head - Sales and Marketing, Telecom Seychelles, gave away the prizes. The event was widely covered in the media.



## Scholarships & Care from **Bharti Foundation**

### Encouraging Scholastic Endeavours

In addition to the Bharti Scholarship (Telecom) scheme for students pursuing their Bachelor's Degree in Engineering, a Bharti Scholarship (Management) scheme has been introduced, offering Rs. 50,000 per annum to meritorious and needy students pursuing a Management Degree at the leading Indian Institutes of Management (IIM). The awardees this year are :

**For Telecom** – Sagar B. Gaude from Goa Engg. College, Rajneesh Dhadwal from REC, Hamirpur, Harsimranjit Kaur Sikhon from Guru Nanak Dev Engg. College.

**For Management** – Anish Mathew from IIM, Bangalore.

### Uplifting those afflicted with cancer

**CanSupport** is a registered non-profit society which is providing free home care to people suffering from cancer in its advanced stages in New Delhi. With a view to facilitating communications to doctors, nurses and counselors with their patients, 4 free **AirTel** connections have been provided to **CanSupport**.





## Excellence & Entertainment at

### **Touchtel** - Madhya Pradesh



### Ensuring High Performances

The 3rd **Bharti Telenet Limited - Madhya Pradesh Dealers' Conference** at Goa on 15th-16th October, 2001, was a promising affair. Rajan Mittal, Badri Agarwal, Hemant Sachdev and P. Swaminathan graced the event. Awards and prizes were given to top performers amongst Dealers' Sales Executives and Dealers' Sales Partners. It was also the perfect platform to unveil the new brand for *The Infotel Leaders* – **Touchtel**.

### Fungama 2001

The Touchtel Women's Association (TWA) organised a pre-Dussehra Mela – **Fungama 2001** – for Bharti Telenet's employees, their families and key customers. The entertainment included *lucky draw, tambola, exciting prizes, plenty of eats, lively music, on-stage singing...* TWA is to be congratulated for boosting everyone's spirits.

### Snapshots

Bharti Telenet employees and their families rejuvenated their spirits during an outing at Bharti Guest Houses having facilities like *Indoor Games, a Gym, Cyber Café*, etc. Courses on *Art of Living* and *Team Building Workshops* were conducted.

### Annual Sports Meet 2001

Inaugurated by P. Swaminathan, CEO, Bharti Telenet - Madhya Pradesh, about 100 employees from all the 5 regions participated in games like Badminton, Table Tennis, Carrom, Chess & Cricket. Mrs. Swaminathan handed out the prizes and congratulated Bhopal for bagging the **CEO Trophy** for overall best performance.

### Cultural Function 2001

Hotel Jehanuma Palace, Bhopal, was the venue on 24th December, 2001, for the singing competition & prize distribution ceremony of Bharti Telenet - Madhya Pradesh. An enthralled audience sat spellbound, and on the occasion of Christmas Eve, Santa Claus distributed gifts to everyone.





## “Success of Service Marketing”

Hemant Sachdev was one of the prominent International and Indian speakers at a seminar on "challenges of service marketing" at the Indian School of Business.

Patrick Harker, Dean, The Wharton School, delivered the keynote address at the seminar.

The other speakers included Naresh Goyal, Chairman, Jet Airways, Govindan Sridharan, Country Manager, IBM, and Aman Mehta, CEO, HSBC.

1,00,000  
smiles  
in Y2K1

Tuesday, the 18th of December, 2001, was a red-letter day in the history of **Bharti Mobile Limited - Karnataka** — the Company registered ONE LAKH Postpaid subscribers!!! This achievement, within just nineteen months of AirTel's inception in Karnataka, speaks volumes on the hard work, positive attitude, right initiatives and superlative teamwork displayed by AirTel-Karnataka.



An elderly carpenter was ready to retire, and he told his boss of his plans to leave and live a more leisurely life with his wife. He would miss the paycheck, but he needed to retire. They could get by.

The contractor was sorry to see such a good worker go, and he asked the carpenter to build just one more house as a personal favour.

The carpenter said yes, but in time it was easy to see that his heart was not in his work. He resorted to shoddy workmanship and used inferior materials. It was an unfortunate way to end a dedicated career.

When the carpenter finished his work, the employer came to inspect the house. He handed the front-door key to the carpenter. "This is your house," he said. "It is my gift to you."

The carpenter was shocked! What a shame! If he had only known he was building his own house, he would have done it all so differently.

So it is with us. We build our lives, a day at a time, often putting less than our best into the building. Then with a shock we realise we have to live in the house we have built.

If we could do it over, we'd do it quite differently. But we cannot go back.

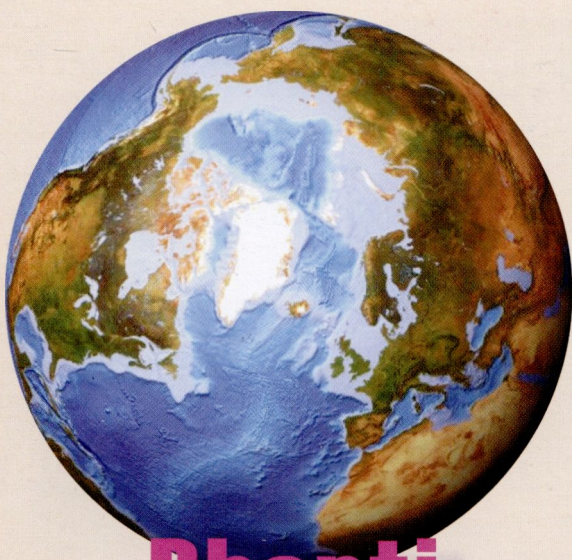
You are the carpenter of your life. Each day you hammer a nail, place a board, or erect a wall. Your attitudes and the choices you make today build your "house" for tomorrow. *Build wisely!*

— Author unknown

“Good leaders make people feel that they're at the very heart of things, not at the periphery. Everyone feels that he or she makes a difference to the success of the organisation. When that happens people feel centered and that gives their work meaning.”

—Warren Bennis





# Bharti Telesoft Goes Global...

**And enjoys it!**

## Providing VoIP to USA

Overcoming strong competition, Bharti Telesoft bagged an order from **SIP Communications Inc., USA**, to provide high-end Voice over Internet Protocol technology. The Company will play a critical role in enhancing the Stacks and implementing VoIP applications.

## Enabling Global Conferences

Bharti Telesoft's VoIP team implemented web-based multi-conferencing technology at the California-based **I-Telco Inc.** Combining web and telephony features, up to 60 users can interact using either regular PSTN phones, PCs with a headset, or special SIP / IP Phones.

## Beating World Standards

Bharti Telesoft recently bagged a Rs. 30-lakh order for the Hermes suite of Roster Management solutions, enabling EXL in Noida to manage, monitor and efficiently control call-center operations by assisting in the creation of shift rosters for agents. Bharti Telesoft's solution was selected over international competition, after a rigorous evaluation.

## OCS online at Bharti Telesoft

In January 2002, Bharti conducted an on-line Organisation Climate Survey (OCS). Reservations expressed on confidentiality were allayed by the Web Collaborative Technologies (WCT) Department's protective systems.

## Ringing in the New... *the CCBS way!!*

Bharti Telesoft's Customer Care and Billing System (CCBS) departments welcomed the New Year, 2002, in grand style at the Viceroy's Room in Hotel Park Royal, New Delhi in December, 2001. Everybody had a great time, with eats, dancing and music.

## Happy Employees make Happy Customers

At Bharti Telesoft Limited, there is one paramount credo as regards the success or failure of any organisation. Namely, the power of it's people and how well that power is focused towards meeting the organisation's objectives. Let's take a bullet view of how to achieve this :

- In today's automated world, never underestimate the importance of human beings.
- Leverage the strengths and weaknesses of employees... it is the human factor which segregates organisations.
- Employee involvement and empowerment is directly proportional to performance.
- Recognise the value of every employee, solicit their inputs, understand human motivation, assign people to positions in which they can be successful, and most importantly, listen to employees.
- Doing simple acts of listening, raises employees' expectations for improvement. While every suggestion may not be implemented, all must be answered.
- Make your organisation's culture supportive; managers shouldn't always offer solutions for problems discussed; rather they should ask for employees' opinions.
- Along with authority, inculcate a sense of direction. Inform employees about the management's expectations, enabling them to see their role clearly.
- Publicise and reward success, when it is achieved. This will generate a positive ripple effect, motivating others to follow suit.
- Never discount an employee's recommendation offhand; if the idea does not make sense, explain why in honest terms.
- To wind up, a happy employee makes customers happy.





# Exporting Feverishly Celebrating Enthusiastically

## Bharti Healthcare Carves a Niche Overseas

The **strategic global initiatives** undertaken by Bharti Healthcare Limited have started yielding results. Exports in the first nine months of financial year 2001-02, have already exceeded the exports made in 2000-01 by over 20%! In the **Middle East**, Bharti Healthcare has captured over 30% of the market share. In the **African** nations, *Ethiopia, Ghana and Tanzania*, it reported significant strides, and exports to **Sri Lanka** and **Vietnam** are on the upswing. **Thailand, Hong Kong and Malaysia** are future targets, while delegations from **US, Sri Lanka, Syria and Philippines** paid satisfying visits to Bharti Healthcare's manufacturing facilities. All these factors will soon enable Bharti Healthcare to export 50% of its output.



Bharti Healthcare signs its largest ever contract with Vidipha; A. C. Srivastava & V. K. Verma are seen with the Director of the Vietnamese company

## Bharti Healthcare's Yearly Bash

The **Annual Day** was celebrated at Bharti Healthcare on 13th December, 2001, with great fervor and festivity. Starting with a *hawan*, colourful cultural programmes were presented by the employees, where families also joined in. A delicious lunch was followed by a thoroughly enjoyed impromptu dance party.



## Performance Awards for the year 2001

Best Manager – Rakesh Garg,  
Assistant Manager – PPC

Best Operator – Shiv Charan,  
Junior Operator – Production

Best Female worker –  
Pushpa Kumari, Trainee Sorter

Best Male Worker –  
Raj Singh, Fitter – Utilities

Best Supervisor – Preeti Arora,  
Sales Coordinator

Best Sales Person – Vinai Jaiswai,  
Manager – Marketing

## Utility Performs Best

The Utility department, in coordination with the production section, achieved a breakthrough in power savings of 9.7%. The Top Management awarded the whole team on the Annual Day, on 13th December, 2001, presented by Rakesh Mittal.

## New Year begins with a Flair

In the Bharti Healthcare Factory premises on 31st December, 2001, employees presented a cultural programme in the traditional spirit. All promised to excel in their New Year resolution.

## Kudos to Ranjit Singh!

Ranjit Singh, a Technician in the Engineering Support Cell at **Bharti Systel Ltd.**, Ludhiana, was adjudged *Second Best* in the 14th CII National Work Skill Competition – 2001, held at Bangalore in December, 2001, in the Industrial Electronics Trade. He qualified for this competition by securing 1st position in the 14th CII Northern Work Skill Competition held at Chandigarh.



Ranjit Singh makes us proud



# Bharti Teletech is India's Top Exporter of

## Push-button Phones



The Statistical Year Book (2000-01) of IT & Electronics Industry (page 89), published by Electronics & Computer Software Export Promotion Council, has adjudged Bharti Teletech Limited as India's top exporter of Push-button telephones for the year 2000-01. This translates to a 46% share (*Quantity* - 180,000; *Value* - Rs. 7.62 crores) of India's total export of EPBTs.

### Building Relationships and Effective Teams

A 3-day programme on 'Building Relationships and Effective Teams' was organised by **Bharti Teletech Ltd.**, in association with IIM-Ahmedabad at Neemrana Fort. The pedagogy included experimental learning through outdoor activities. The serene ambience was an ideal platform for informal interactions between senior management of Bharti Teletech, Bharti Healthcare and Bharti Telesoft.



### Electronic Media Promos



A 2-Ad campaign to promote Bharti Teletech's flagship products, the *Walkphone* & *Marvel CLIP*, is being aired on several TV channels. Designed to create a shift in **beetel's** image from just another phone to a 'desired brand,' the *Marvel CLIP* Ad takes the humorous, slice-of-life route, while the *Walkphone* cordless is endorsed by the former Miss Universe, Lara Dutta.

Together, the Ads will ensure that beetel continues to cross the magical figure of 1,00,000 phones sold per month, as it has done in the past.

## New Phones herald a MODERN ERA

The stylish *Walkphone* cordless is the latest addition to the **beetel** range. Launched at a press conference held in Mumbai in September 2001, enthusiastic journalists witnessed the unveiling of the new phone. The launch was supported by a series of roadshows.



*Millennium Speaker* : Replacing the current Millennium VoiceTrack, its features include Two Full Rings, Hold Facility and a Speaker Phone.



### Bharti Teletech bags *Mega* Order

Bharti Teletech Limited won a tender for the **supply of 1,00,000 'Emerald' phones to Ethiopia**, against bids from NEC, Siemens and Alcatel. The tender was awarded by the Tokyo-based Japan International Cooperation System (JICS) for the Government of the Federal Democratic Republic of Ethiopia by the Japanese Government under the Non-Project Grant Aid 2000.



# Forging Ahead – Team Bharti Teletech Ltd., *united as one!*

## Winning Ways

Bharti Teletech's **Best Value Partner Workshop** was held at Agra on 22nd - 23rd November, 2001. Rakesh Mittal is seen handing over the award to Mr. Bakthavatchalam (MD - Sil-Kee Electronics Limited)

## Seeking Overseas Partners

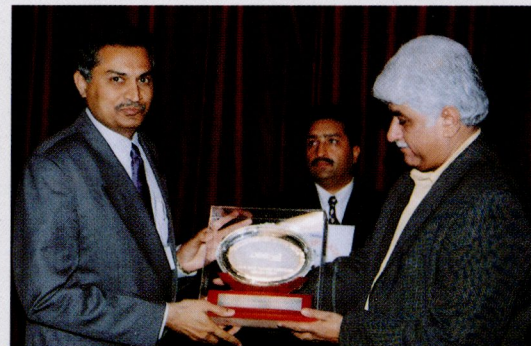
Bharti Teletech participated in Asia's largest (the world's 3rd largest) exhibition at Hong Kong, from 13th to 20th October, 2001. Several visitors to the Bharti Teletech booth evinced keen interest in establishing business relationships, including those from Korea, Philippines, Vietnam and East European countries.

## Celebrating in Style!

Bharti Teletech Gurgaon's **Annual Day** on 5th December, 2001 was celebrated in grand style. All employees participated in cultural programmes, support activities, as committee members and in sports. That the Junior Employees independently coordinated the entire show, made it a unique success indeed!

## Bharti Teletech's Best in 2001

Ashok Kumar – Best Supervisor; Rakesh Kumar Gupta – Best Executive; Brijesh Kumar Singh – Best Worker; Chakra Dhar Sahoo – Best Manager.



Rakesh Mittal handing over the **Best Value Partner** award to Mr. Bakthavatchalam



Y. G. P. Raikar (COO) receives the Long Services Award



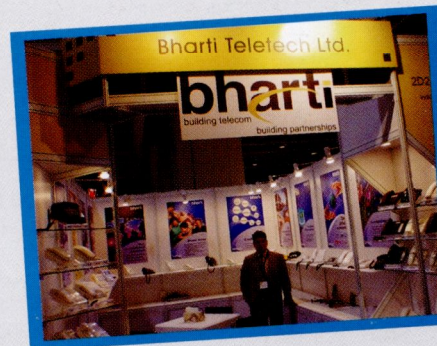
Our VC & MD joins in the Bhangra



Employees' children join the fun



A Pooja solemnises the beginning



The BTTL booth at Asia's Largest (the world's 3rd largest) Exhibition in Hong Kong

## HR Initiatives

- The HR Department orchestrated Quality Circle's **Sambhav & Jagriti** Teams to complete projects within stipulated timeframes, resulting in greater progress.
- 5S has been integrated, involving Shop Floor workers in daily, weekly & monthly audits, ensuring improvement in all areas.



Annual Trophy Award of Best Deptt. In Implementation of 5S - PCB & SMT



Annual Trophy Award of Best Deptt. In Attendance - Final Assembly



Best 5S Auditors Team of the year 2001 - Rajnish Arora, Pawan Sharma & Ayaz Khan

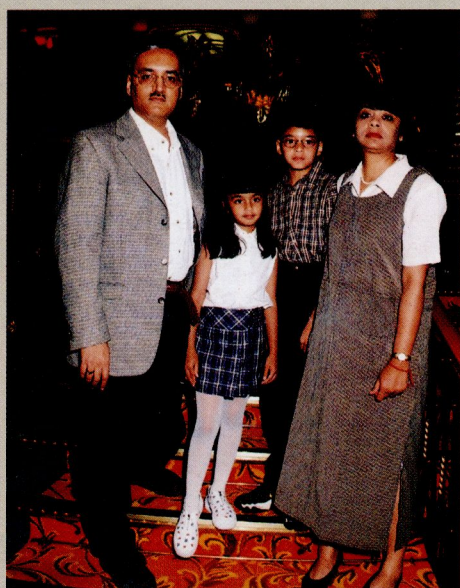
- **Six Sigma** has been implemented in 11 Projects, where weekly meetings check progress & heighten awareness of the status of others' projects.
- **Employee Get-togethers** were encouraged, to enhance interpersonal relationships.
- Under the **Nirantar Suggestion Scheme**, 10 out of 118 suggestions were implemented.



Three Best Suggestions of 2001



## Rajiv Shah enters our fold as Bharti Infotrac's CEO



Rajiv Shah with his family

Rajiv Shah is the CEO of **Bharti Infotrac**. It is a new venture of the Bharti group with a specific thrust in the Business Process Outsourcing and Contact Centre service to global clients.

Prior to this post, Rajiv was Global CEO at CoFuture. He began his career in USA with EDS – the largest IT outsourcing company. He has worked at various locations and in a variety of Industries, ranging from manufacturing, insurance, aerospace, financial and government. He was a key member of the strategic planning group to develop EDS' globalisation plans. He initiated Aerospace practices and has undertaken roles in business development, account management, new business lines initiations, and other areas. He was the first EDSer to come to India and establish their operations in 1995, and was both CEO and COO of EDS, India.

Rajiv has a BE degree in Mechanical Engineering from Gujarat University and an MS in Mechanical Engineering from the University of Missouri – Rolla, USA. He and his wife Neha, have a son, Adit (12) and a daughter, Anushi (8).

An American businessman was at the pier of a small coastal Mexican village when a small boat with just one fisherman docked. Inside the small boat were several large yellowfin tuna. The American complimented the Mexican on the quality of his fish and asked how long it took to catch them. The Mexican replied, "Only a little while, Senor."

The American then asked, "Why didn't you stay out longer and catch more fish?" The Mexican said he had enough to support his family's immediate needs. The American then asked, "But what do you do with the rest of your time?" The Mexican fisherman said, "I sleep late, fish a little, play with my children, take siesta with my wife, Maria, stroll into the village each evening where I sip wine and play guitar with my amigos. I have a full and busy life, Senor."

The American scoffed, "I am a Harvard MBA and could help you. You should spend more time fishing and with the proceeds, buy a bigger boat, with the proceeds from the bigger boat you could buy several boats, eventually you would have a fleet of fishing boats. Instead of selling your catch to a middleman you would sell directly to the processor, eventually opening your own cannery. You would need to leave this small coastal fishing village and move to Mexico City, then LA and eventually NYC, where you will run your expanding enterprise."

The Mexican fisherman asked, "But Senor, how long will this all take?"

To which the American replied, "15-20 years."

"But what then, Senor?"

The American laughed and said, "That's the best part. When the time is right you would announce an IPO and sell your company stock to the public and become very rich; you would make millions."

"Millions, Senor? Then what?"

The American said, "Then you would retire. Move to a small coastal fishing village where you would sleep late, fish a little, play with your kids, take siesta with your wife, stroll to the village in the evenings where you could sip wine and play your guitar with your amigos."

## Quality of Life

