

The in-house magazine of Bharti Enterprises

bharti today

Vol. 6, Issue 3, August 2002



AirTel Makes India Talk

Other Highlights

- Bharti completes AirTel's historic launch yatra across 16 states
- Bharti launches leadership brand strategy for AirTel & AirTel Magic
- Bharti breaks Last Monopoly – launches ILD Services and world's largest Submarine Cable Network



**A Dramatic Ending
of the last Monopoly.
A Historic Beginning
of True Customer Value.**

IndiaOne

LONG DISTANCE SERVICE

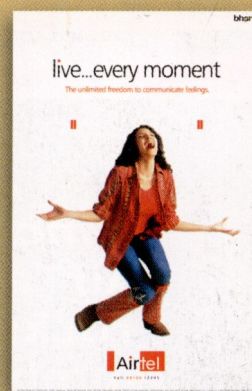
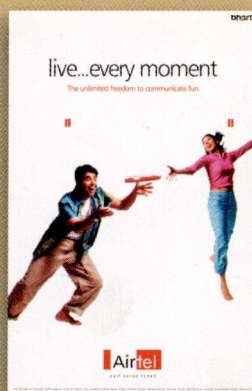
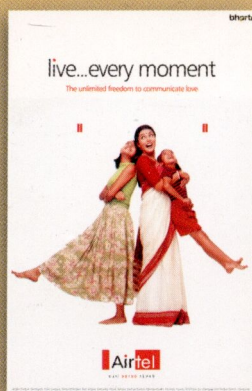
Bharti announced the commercial launch of its International Long Distance service, IndiaOne, in July. Bharti Telesonic received mandatory security clearances from the government and signed an interconnect agreement with BSNL, to provide immediate International Long Distance services to almost all mobile and BSNL subscribers, plus other private fixed-line operators.

Sunil Mittal said, "*IndiaOne's ILD service... will change the way India communicates with the world.*" Over 8 million customers will now enjoy the new rates from day one. Voice traffic will be transmitted via Network i2i, the world's largest submarine cable network, created in a joint venture between Bharti and SingTel. Following the reduction in domestic long distance tariffs by 62.5% in December 2001, **IndiaOne has now lowered its ILD tariffs by 40%, a historic milestone for the country.**



**All
Mobile
Services...
now under
One Company.
Bharti
Cellular**

Bharti Tele-Ventures brought all its Cellular Mobile businesses under a single subsidiary – **Bharti Cellular**. Now the cellular services provided in Delhi, Mumbai, Maharashtra, Gujarat, Madhya Pradesh, Uttar Pradesh (West), Haryana, Tamil Nadu, Kerala, Karnataka, Andhra Pradesh, Punjab, Kolkata, Chennai and Himachal Pradesh, would all be merged into Bharti Cellular.



AirTel unveils Strategy for Pan-India Brand Leadership



Bharti announced and launched its strategic road map for Pan-India Brand Leadership for the **Mobility Leaders**.

Hemant Sachdev made a detailed presentation on how AirTel has consolidated its leadership position through its journey since 1994.

The new brand strategy is focused on meeting the evolving needs of mobile service

customers. It is designed to create a stronger relevance for a large segment of potential young customers. The strategic framework will bring new, exciting and innovative world-class services through world-class technology with a new look that takes forward the core strengths of AirTel.

The AirTel brand will sport an identity that supports this strategy. The AirTel identity will symbolise **Innovation, Energy and Friendliness**. It will seek to convey AirTel's leadership in connecting people across 16 states, touching the lives of 600 million people.

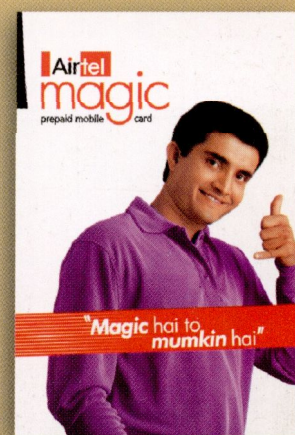
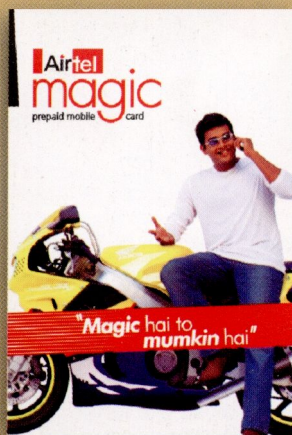
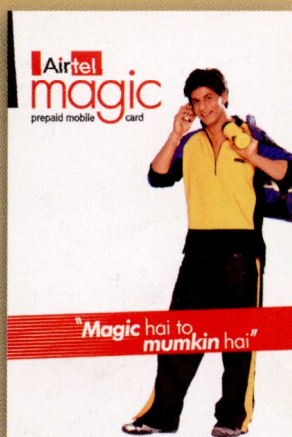
Highlights

- New Brand Positioning for AirTel – unlimited freedom to communicate spontaneously – *live... every moment*.
- **Magic** from AirTel becomes **AirTel Magic**.
- New Brand Positioning for AirTel Magic – "Magic lets you control your life in a way never before" – *Magic hai to mumkin hai!*
- Shah Rukh Khan and Kareena Kapoor will be the face and voice of AirTel Magic
- Madhavan and Saurav Ganguly will add local flavour in Tamil Nadu and Kolkata.

In the words of Sunil Mittal, "Our power brand business strategy will herald the creation of an **AirTel Community** in India."



Our customers have made AirTel and AirTel Magic strong leadership brands. We commit ourselves to become an integral part of their lives and **build long-term relationships** with them to mirror their hopes, dreams and aspirations."



Aamchi AirTel rocks Mumbai

On 24th July, 2002, AirTel mobile services were launched in Mumbai. At the launch, Bharti also announced three major innovative firsts in India. The most significant initiative, which has national implications for our customers across the country, is the one that will allow AirTel customers to roam across all AirTel networks, without paying a special roaming rate.

This will enable all AirTel customers to carry their homes' airtime rate even when they roam. The launch has had a great beginning; Mumbai rocks on AirTel.



Madhya Pradesh & Chhattisgarh go mobile with AirTel



AirTel's services were launched in Madhya Pradesh and Chhattisgarh by Mr. Digvijay Singh, Hon'ble Chief Minister of Madhya Pradesh. At a ceremony held in Indore on 17th June, 2002, he made an inaugural call to Rajan Mittal in the presence of Sunil Mittal. Now customers can look forward to superior quality services and excellent coverage across the length and breadth of Madhya Pradesh and Chhattisgarh.

AirTel heralds a mobile paradise in Maharashtra

AirTel's services were launched in Maharashtra, on 22nd July, 2002. Bharti's entry will expand the market exponentially and raise the quality standards of Mobile Services in Maharashtra. It offers a host of never-before services through a world-class network, supported by unmatched customer care. **AirTel Magic**, India's largest selling Prepaid card with full 2-way roaming, was also launched across Western India with a host of services.



Gujarat starts Talking with AirTel



On 5th August, 2002, AirTel mobile services were launched in Ahmedabad, Gujarat. Sunil Mittal said *"It is my proud privilege to bring AirTel to Gujarat. We bring... a world-class network and a slew of unique benefits that only a true pan-India mobile player can offer."*

The special plans include **AirTel Dream, AirTel Delight, AirTel Paradise**, a special introductory offer of **Free SMS & Free Voice Mail** for 3 months. **AirTel Magic** - India's largest selling Pre-paid card, was also launched in the Western state.



**Bharti
completes
North India
Footprint**

**Haryana talks
with AirTel**

AirTel was launched in Haryana in June 2002. Bharti's North India footprint was formally completed by Sunil Mittal, with a call to Mrs. Sushma Swaraj, Hon'ble Union Minister for Information & Broadcasting.

Phase I of the launch covered 29 cities, including *Ambala, Rohtak, Panipat, Karnal and Sonapat*, while Phase II will cover an additional 33 towns and cities.



Rakesh Mittal does the honours to inaugurate AirTel's services

**AirTel takes off in
Uttar Pradesh (West)
& Uttaranchal**

Bharti launched AirTel services in Uttar Pradesh (West) & Uttaranchal on 10th June, 2002. 32K SIM cards were also launched for the first time in the two areas. The one-stop-shop retail concept – **AirTel Connects** – was also launched to provide a range of products & services like EFR & Fax mail.

Rajan Mittal made the first call on the AirTel network to Sunil Mittal at a function held in Agra.



Sunil Mittal inaugurates the new Switching Centre at Meerut on 8th June, 2002



Rajan Mittal lights the lamp to kick-off operations in Agra



Bharti completes South India Footprint



Kerala resounds with AirTel's rings

With the launch of AirTel in Kerala, Bharti is now the dominant South India mobile player, having completed its South India footprint. On 4th July, 2002, AirTel started operations across 80 towns. Sunil Mittal honoured the launch ceremony with his presence.



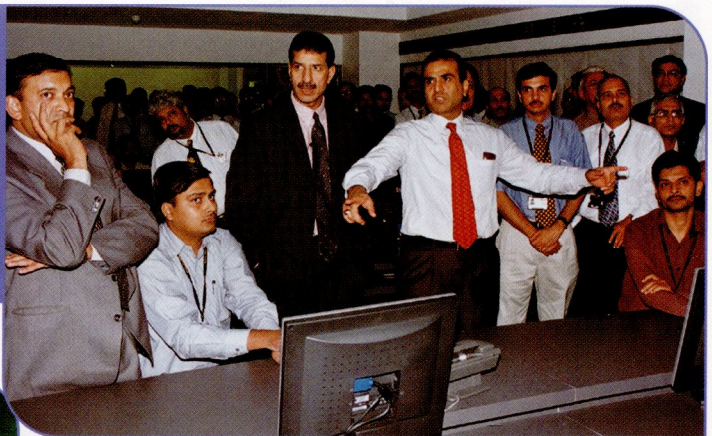
AirTel spreads across Tamil Nadu's skies

AirTel is all set to take Tamil Nadu by storm. The services were launched in Coimbatore on 3rd July, 2002, where Sunil Mittal said, "...customers across the length & breadth of India may speak in different languages, but they are joined together by AirTel."



IndiaOne gets even more hi-tech

Sunil Mittal inspects the Centre's cockpit



Sunil Mittal talks to the team at the state-of-the-art Centre

On 7th June, 2002, Sunil Mittal inaugurated IndiaOne's world class **Network Operations Centre**, at the Bharti Telesonic corporate office in Delhi.

The new state-of-the-art Centre enables monitoring and managing the 18,000 km long OFC network, ensuring fault-free services.

IndiaOne goes back to Nature for Rejuvenation



IndiaOne's enthusiastic participants go River Rafting to eliminate stress.



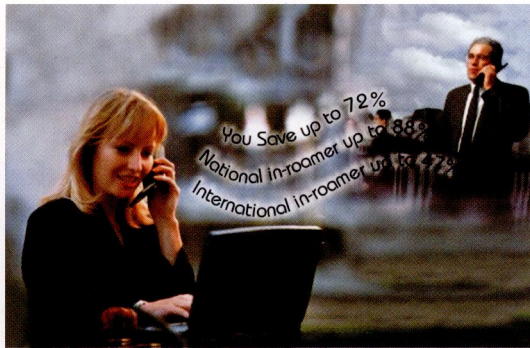
The Finance, Materials, Revenue Assurance and International Long Distance Settlement teams from IndiaOne at an outbound programme in Camp Panther, near Rishikesh.



Aamar AirTel, khub bhalo, says Kolkata

AirTel in Kolkata recently initiated an innovative project – **Blazing Glory** – to test its network against the competition. The findings proved an eye-opener, and Kolkatans now sing an appreciative tune.

AirTel Magic's earlier brand ambassador, **Karishma Kapoor**, unveiled the microwave link to the 140th BTS atop the Infinity building on 10th May, 2002.



Roaming friend in town? Dial him on local billing!

AirTel SLD™ directs calls to a Mobile Subscriber who is roaming, by routing them directly instead of via his / her Home Network. Launched on 15th June, 2002, Delhi AirTel subscribers **save up to 72%** on SLD™ calls, the national in-roamer **saves up to 88%** on SLD™ calls and international in-roamers **save up to 47%** on SLD™ calls.

Telephony Redefined by AirTel OneWorld in Seychelles

AirTel OneWorld, the brand to launch *Equal Access* was unveiled by **Telecom Seychelles**, through TV, Press, Outdoor, Direct Mailers and POS media, in a spectacular launch campaign. Subsequently, another campaign highlighted the '**02 prefix**, needed to access the AirTel gateway from a Cable & Wireless fixed line.

Human Resources goes Galluping

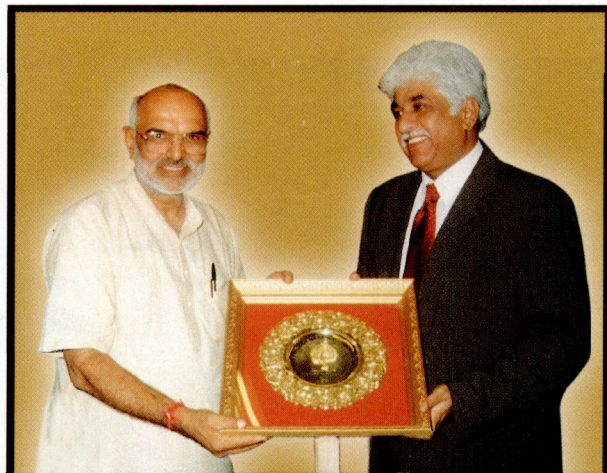
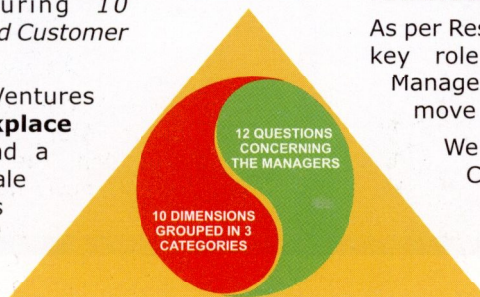
Employee Engagement Measurement

Employee Satisfaction Measurements have been a part of Bharti's HR initiatives for several years.

The most recent is an Employee Engagement study in Bharti Tele-Ventures, conducted with **Gallup MBA**, an internationally reputed organisation in *Research and Consultancy*. The Gallup Model is based on **Individual Management Factors** (Q-12), encompassing *Basic Needs, Management Support, Team Belongingness and Growth*, plus **Work Place Management Factors** measuring 10 dimensions on *Motivation, Culture and Customer Orientation*.

The results show Bharti Tele-Ventures achieving an overall **Gallup Workplace Management Index of 67%** and a **Grand Mean Score of 3.83** (on a scale of 5) on the Q12 Factors which ranks Bharti at the **73rd Percentile among companies surveyed by Gallup Internationally**.

The Model



Bharti Tele-Ventures gets the Golden Peacock for Excellence in Training

Bharti Tele-Ventures was recently awarded the **Golden Peacock National Training Award 2002** for having achieved *Excellence in Training*. Presented by the Institute Of Directors, the honour is accorded to those who bring about a real difference by training.

Rakesh Mittal received the award from Hon'ble Union Minister for Labour, Mr. Sahib Singh Varma, at a function on 29th July, 2002, in New Delhi.



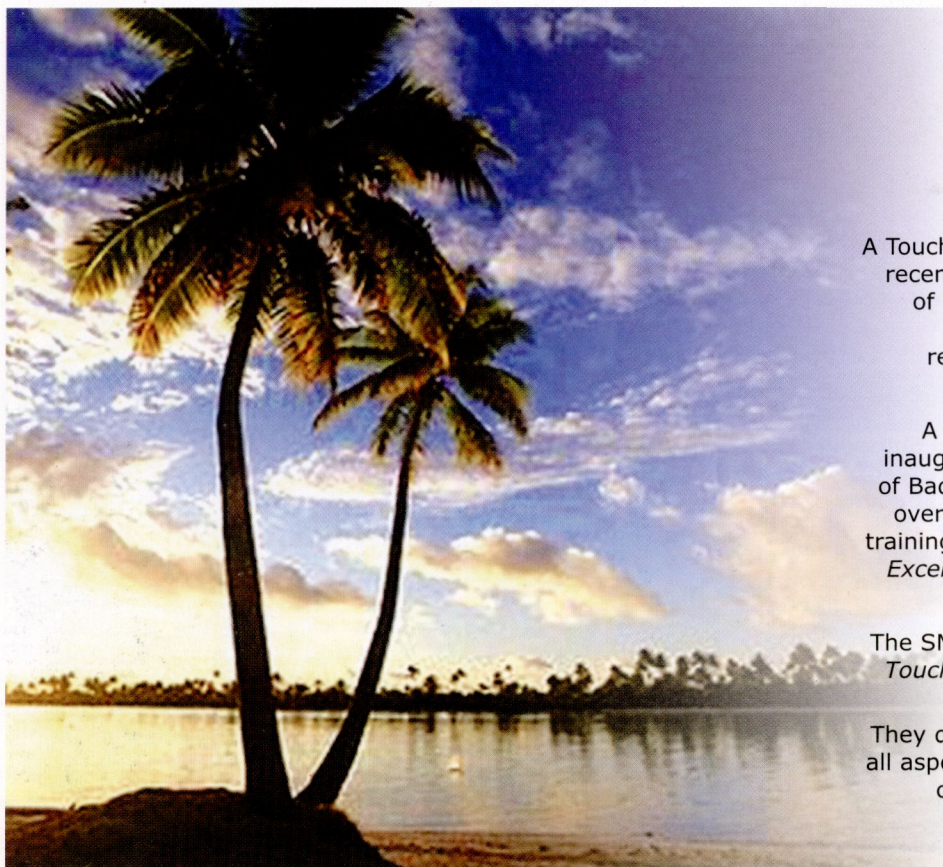
The findings show that our strengths lie in the areas of *Company Image* and *Future Orientation*, *Job/Role Satisfaction* and *Customer Orientation*. Areas that need more focus are *Work Environment*, *Performance Management* and *Communications*.

Action Plans are now being formulated by each of the Business Units in these areas to bring about all round improvements.

MANAGERS ARE THE KEY DRIVERS:

As per Research, it is established that Managers play a key role in impacting each of the Individual Management Factors to enable their team members move up in the hierarchy of needs.

We have trained 150 Managers across the Company and certified them as Trainers, who will in turn train all other Managers, facilitating understanding of the Q 12 measures and formulation of individual Action Plans.



touchtel rings across Tamil Nadu

Double the Target!

A Touchtel Partner's Meet Roadshow was held recently in Chennai, Tamil Nadu. The target of 500 DELs was easily surpassed, with a total booking of over 1000 DELs being recorded in the day, *an all-India record!*

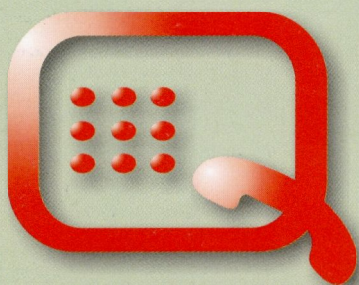
Centre of Excellence

A Telecom Lab for Tamil Nadu Circle was inaugurated by Rajan Mittal in the presence of Badri Agarwal. Conceived by K. Krishnan, over 100 employees have already received training in this lab, regarded as the *Centre of Excellence* in Technology for Bharti Telenet.

Empowering Channel Partners

The SMART Drive – *Self Motivated & Reliable Touch point* – was initiated by a team of 53 staff members.

They devised a training programme covering all aspects, from company overview to billing credit and control, to enable successful accomplishment of employees' roles.



Service Leadership



THE INFOTEL LEADERS SYNONYMOUS WITH QUALITY

A Quality initiative, with a view to make the Infotel group's services truly world-class & futuristic, branded as **Service Leadership**, calls for all employees from all functions to integrate with its vision, i.e. to speak, breathe and live Quality.

Successfully launched by Badri Agarwal, President, the Quality Strategy consists of four major building blocks – Sponsorship, Culture, Process Management & Management Review.

The Q in the logo implies that Quality & Telephony are synonymous.

The Continuous Improvement (KAIZEN) programme, named SIGMA (Small Improvements Get Major Achievements), with a supportive Rewards & Recognition scheme, drives employees to perform consistently. And will take Service Leadership onto a higher platform.

Calling **Bharti Infotrac**



With a team of over 100 skilled staff, Bharti Infotrac started its call-centre operations in full swing on 14th May. The leadership team brings a wealth of experience from various global organisations like *EDS, AT&T, HSBC, ANZ, British Telecom, eFunds, Hughes*, etc. Contracts for some of the US-based clients have been signed... this and other information is available in Bharti Infotrac's website at www.bhartinfotrac.com



A healthy environment ensures greater efficiency

Attentive, personalised services

The Touchtel Wives' Association celebrates in style



P. Swaminathan, CEO - Madhya Pradesh Circle, lighting the traditional lamp of the 2nd Annual Day function of the TWA in Indore.



A rapt audience sits enthralled at the function; (front row, left to right : Ajit Kamal, P. Swaminathan, Rama Swaminathan, Rohit (Chief S&M))

Airtel gets going!



The Big Bang rally!



Participants of the cultural programmes

Live... every moment

Employees of **Bharti Cellular, Andhra Pradesh**, conducted a Mass Road Show called the **Big Bang**, on 24th June, 2002, to promote the repositioned AirTel logo. Reflecting the brand imagery – *live... every moment* – the rally was a huge success.

Waapus aaiye please – the new meaning of WAP

Bharti Cellular, Andhra Pradesh, initiated a new movement where team members interacted personally with suspended customers to bring them back. Achieving 33% success, all three WAP teams – the field team, the agencies' team & the employees' team – will work in tandem to make it a huge success.

2 young!

On 1st June, 2002, **AirTel Hyderabad** celebrated its 2nd birthday. After the birthday song, Jagdish Kini cut the cake, while Pawan Kapur and Vinod Ganti compered the activities. Rajyalakshmi, B. K. Jayant, Anukar and Sreenath Reddy also celebrated their individual birthdays on the same day. Several entertainment programmes regaled an enthusiastic audience.

Bharti Systel, Ludhiana, celebrates its Annual Day



Neeru Bala receives the Best Performer (PCB) Award from Ashwani Kachroo



T. K. Kerkar presents the Best Suggestor (Runners up) Award to Jaswinder Singh

Technology Week celebrated at Bharti Teletech

To celebrate Technology Week, the team at Bharti Teletech conducted several workshops and organised exhibitions, displaying the entire range of state-of-the-art products.



Valuing Partnerships, the Bharti way

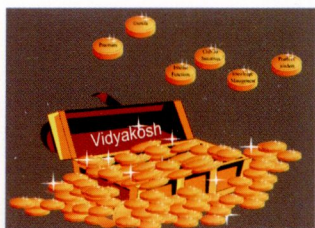
On 24th June, 2002, **Bharti Cellular, Karnataka**, celebrated its 2nd anniversary and the repositioned AirTel brand launch. An exciting **DEC & WIN** contest to decorate retail outlets, was won by the **IT team**.



The winning IT Team - BCL, Karnataka



Vidya Kosh — the ultimate learning portal



True to its name, Vidya Kosh (Vidya meaning Knowledge, and Kosh meaning Repository), **AirTel Hyderabad's** e-learning portal, is a **storehouse of knowledge**. A 2-pronged approach - *Management of Knowledge and Growth of Knowledge*, embodies the philosophy that learning is a continuous, ongoing process.



Participants and their paintings

A Family Affair

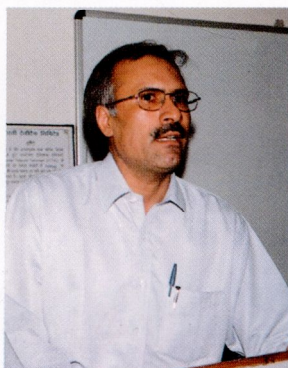
On 18th May, 2002, **Bharti Cellular, Hyderabad**, conducted an in-house painting competition for employees' spouses and children. While all the entries were awarded *Participation Prizes*, the winners were : **Best Painting 6-9 yrs : Tejaswani** — Shobha's niece; **Shruthi** — Satish's (Fin) daughter. **Best Painting 10-15 yrs : Surya Vamshi** — Koundinya's nephew; **Prakriti Sinha** — Rahul's daughter. **Best Painting of Employees' Spouses : Ayesha** — Siddique's (Hotline) wife; **Usha Ramakrishnan** — Ramky's wife. **Best Painting of Employees : Madhuri Bedekar Alavia**.

Bharti Teletech completes a year of Six Sigma

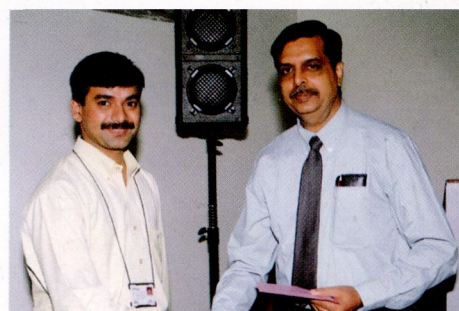
Designed to eliminate defects, Six Sigma is statistically represented by quantitatively describing how a process is performing. To achieve Six Sigma, a process must not produce more than 3.4 defects per million opportunities.



Jaswinder Kaur receives the First Prize for the Best Six Sigma Project of the Year from G. K. Agarwal, Director-HR



Pavitar Singh, Unit Head, leads Team BTTL-GGN to greater heights



Rajesh Chandwani receives the Consolation Prize for the Best Six Sigma Project of the Year from R. Ramesh

Bharti Telesonic Leaders Retreat

Senior Management of Bharti Telesonic, including N. Arjun, his direct reports and functional heads, went for a 2-day Leadership Retreat at the Mughal Sheraton, Agra. The programme was facilitated by Aroon Joshi, a freelance organisational consultant based in Pune. Jagdeep Khandpur gave the keynote address, where the team focused on strategies around Customer Service and Team Working that will facilitate the Company in becoming a Rs. 1,000 crore company by March 2003.



Front (left- right) : A. M. Rai, Brigadier V. Raheja, Atul Jain, Harsh Sood, N. Gambhir, Chandan Ghosh, V. P. Tripathi
Back (left- right) : R. Kolluri, Rakesh Sharma, Ashish Kaul, Ivan Issac, Sunil Bhargava, Rajan Anand, Aroon Joshi, N. Arjun, Vivek Agarwal, Alok Ranjan, Sanjay Manwani.



The Kolkata AirTel Team during a Sales Conference held at Park Hotel, Vishakhapatnam

Beetel Distributors go to Bangkok



The **Beetel Distributors Sales Kickoff** was held in exotic Bangkok, where Rakesh Mittal inspired everybody to embody the theme – *Dare to Dream and Strive to Achieve*. The Beetel team shared its success, hopes & dreams of going **Higher and Higher Together**.

Business apart, Rakesh Mittal cut a cake and uncorked the champagne to set the party rolling, which included sightseeing, an exclusive lunch and a cocktail & dinner party. Everyone came back with plenty of enthusiasm to achieve even higher targets.

Welcome to Bharti

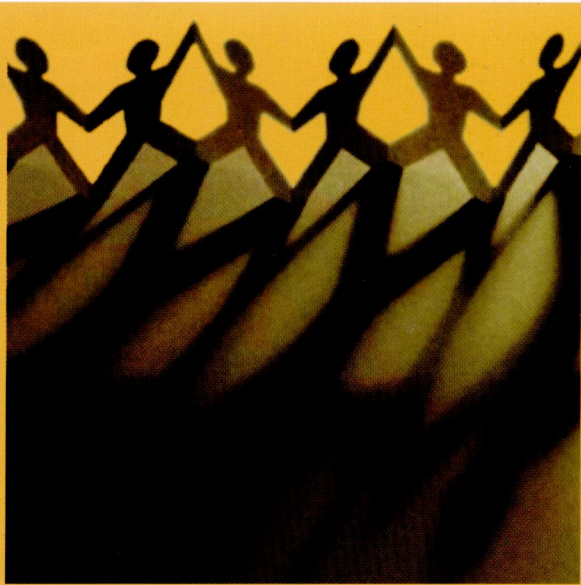


S. No.	NAME	DESIGNATION	COMPANY
1.	Chandan Ghosh	VP - Commercial	Bharti Telesonic
2.	Siraz Khanna	GM - Settlements	Bharti Telesonic
3.	Ajay Padmanabhuni	Head - Cable Landing	Bharti Aquanet
4.	Suparna Menon	Head - Marketing	Bharti Mobile - Karnataka
5.	Vijay Balakrishnan	Head - Marketing	Bharti Mobile - Andhra Pradesh
6.	Soumitro Mukherjee	Chief Sales Officer	Bharti Mobitel - Kolkata
7.	Arun Hariharan	Vice President	Bharti Telenet - Haryana
8.	Sachin Deshpande	Head -Projects	Bharti Telenet - Delhi
9.	Rajiv Jaitly	VP - Sales	Bharti Cellular - Delhi
10.	Raja R. Peter	GM - Marketing	Bharti Cellular - Tamil Nadu
11.	Deependra L. Chumble	Chief - HR	Bharti Infotrac
12.	Sunil Cherian Korah	CTO	Bharti Infotrac
13.	Ish Anand	AVP - Operations	Bharti Infotrac
14.	Sanjeev Gupta	CFO	Bharti Infotrac

Changing Challenges

Name	From		To	
	Co./Unit	Designation	Co./Unit	Designation
Gautham Mukherjee	Bharti Mobile - KK	GM-Marketing	Mobility-PO, Gurgaon	GM-Marketing
Pawan Kapur	Bharti Cellular - AP	Chief Executive	Bharti Teletech, Gurgaon	CEO

Kudos to Bharti Telesoft!



- The Switching team successfully completed the development and testing of the IMSI Transfer System at all the circles where Bharti has or will be rolling out GSM mobile networks.
- BTSL's software engineers working onsite with Ciena Inc., Octiv Inc. and Gotham Networks, received repeat assignments at the old higher rates.
- The Company bagged an order from Bharti Tele-Ventures, for Kenan / Arbor customisation. This will enable the Mobility group to roll out billing systems integrated with other backend systems, in time for the new circles' launch.
- The CCBS and Switching & NMS teams worked in tandem to successfully complete the Complaint Management System for Prepaid / IN customers of Bharti Tele-Ventures.

Pragmatic Wisdom from Socrates

One day an acquaintance of the great philosopher, Socrates, said, "Do you know what I just heard about your friend?"

"Hold on a minute," Socrates replied. "Does it pass the Triple Filter Test?"

"Triple filter?"

"That's right," Socrates continued. "The first filter is **Truth**. Have you made absolutely sure that what you are about to tell me is true?"

"No," the man said, "actually I just heard about it and..."

"All right," said Socrates. "So you don't really know if it's true or not. Now the second filter of **Goodness**. Is what you are about to tell me about my friend something good?"

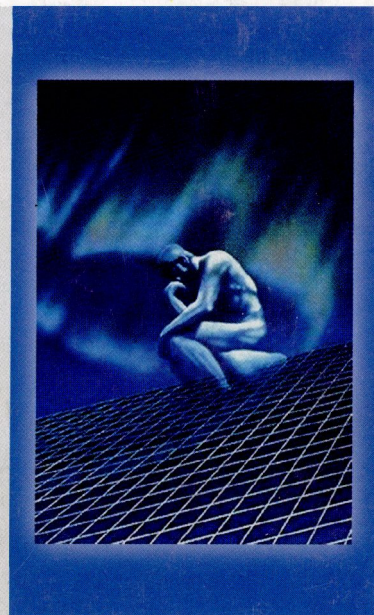
"No, on the contrary..."

"So," Socrates continued, "you want to tell me something bad about him, but you're not certain it's true. Now the third filter of **Usefulness**. Is what you want to tell me about my friend going to be useful to me?"

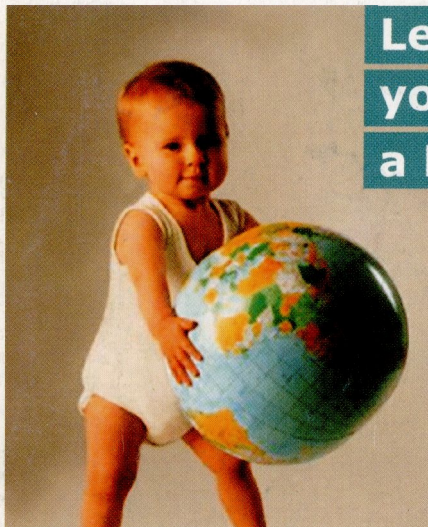
"No, not really."

"Well," concluded Socrates, "**if what you want to tell me is neither true nor good nor even useful, why tell it to me at all?**"

This is why Socrates was a great philosopher & held in such high esteem. Friends, use this triple filter each time you hear loose talk about any of your near & dear friends.



Leave your Children a Better World



If we really **care for our children**, there are certain things we can do, that don't require too much effort. Let's ensure a **better environment for the future**.

- Refuse plastic bags while shopping; *carrying a bag from home is all it takes.*
- Switch off all lights & fans whenever you leave a room; *power saved is environment degradation reduced.*
- Use only paper made from recycled waste paper; *it will reduce the number of trees cut to make fresh paper.*
- Turn water taps off while brushing your teeth; *the water saved can help a tree grow.*
- Don't burn dry leaves raked up from your lawn top; *they can be used as manure for your flower bed.*
- Use only CFC-free compressors in your refrigerators, airconditioners, etc.; *the ozone layer will not get as depleted.*
- Don't throw any plastic bags containing *vibhuti*, etc., into rivers; *you'll help the fish breathe easier.*
- Have your vehicle serviced regularly and ensure you have a Pollution-Free certificate; *the atmosphere will become more breathable.*



Unsung Heroes?

If you have visited Bharti's Corporate Office in Delhi, you might have noticed a bright chirping of several weaver birds, as you passed from one building to another, especially towards dusk. Their intricately woven nests hang from the slender branches and stout leaves of a Palm tree, and one can clearly see the network of grass stems, amazingly intertwined to form aesthetic nests, that are durable and pragmatic too.

Their spirit is admirable and awe-inspiring indeed, as together, they make their *networked* homes. Subliminally, perhaps, they have inspired all of us **to build Bharti's network, step by step, one thread at a time, as a cohesive team**, into something that is wonderful, efficient and user-friendly.

Let's hope the birds continue to treat our Corporate Office as a home; *they are our unsung heroes on the road to tomorrow.*