

# bharti today

Vol. 6, Issue 4, October 2002

Dear Colleagues,

The last few months have been eventful, exciting, fulfilling and, of course, a bit hectic. The four fixed line operations, the launch of India's first NLD & ILD service operations, eight new mobile licenses over and above the seven existing ones, posed a mammoth challenge before us due to the unprecedented scale of rollout.

Today, AirTel is India's largest mobile service provider with over 2.5 million customers. The last three months reveal that we have incrementally picked a 50 per cent share of the mobile market. This achievement is a true testimony to the faith our customers have in AirTel.

At Bharti, we have always believed in leading the market. Leveraging our pan-India footprint, we offered some never-before benefits to our customers. In Mumbai, history was created with AirTel touching the 1-lakh-customer mark in just 40 days. Punjab has two lakh customers within 6 months. Maharashtra, Tamil Nadu and Kerala touched 50,000 customers within 60 days of launch.

Our ability to stay in tune with customer expectations is reflected in our applauded brand-building programme for AirTel. The response from all quarters has been appreciative and heartening.

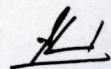
We also signed Interconnect agreements with BSNL and MTNL for providing National and International Long Distance services and are beginning to make a significant mark with Touchtel's high quality fixed line services. The Infotel Leaders are emerging as Bharti's lead driver of relationships with the business segment.

I wish to thank all those who have worked selflessly – day and night. It is your effort that has borne fruit today.

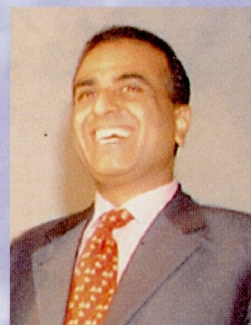
The journey has just begun – the onus is back on us – to innovate, to control our costs, to increase productivity and provide a world-class service experience benchmarked with global standards. The next 12 to 18 months are crucial for us, for they will cement the solid foundation that we have collectively laid.

Together, let's make sure that we continue to provide our customers the very best in services and continuously enhance the value of their lives.

Best Wishes,



Sunil Bharti Mittal



## Highlights

- AirTel connects one out of every two mobile customers
- AirTel conquers Mumbai
- India sings on AirTel's tune
- Touchtel's Zipnet creates a new internet paradigm
- IndiaOne connects to 40 million fixed lines and over 8 million mobiles





*The Sky's  
the Limit!*



One out of every  
two mobile customers  
connect to AirTel

AirTel crosses the  
**2,000,000!**  
Customer Mark

On 26th August, 2002, AirTel crossed the **2-million mobile customer mark**, consolidating its position as India's single largest mobile service provider across 16 states. Delhi has the largest number of subscribers in a single circle, while Mumbai is growing the fastest.

Sunil Mittal said, *"This achievement is a testimony to the trust and faith our customers have in AirTel. In July 2002, one out of every two people buying a mobile connection across India, chose AirTel."*

## Zipnet from Touchtel creates a **new internet paradigm**



**Touchtel is the First Fixed-Line Service to launch DSL Services in Delhi.**

Offered under its new brand, **Zipnet**, the service allows simultaneous, high-speed voice and data access via a broadband platform, which means no engaged telephone lines while web-surfing.

Touchtel intends to increase India's broadband penetration, encouraging new users by offering lower monthly charges and a low-entry cost.



# AirTel conquers Mumbai

**The Fastest 100,000  
customers ever.**

In Mumbai, within 40 days of the launch of its services, AirTel recorded the fastest ever 1-lakh subscriber mark by any mobile operator in the country. In the Maharashtra circle, the 50,000 customer mark was crossed in just 42 days.

Sunil Mittal said, *"This achievement in such a competitive market scenario is a true testimony to the faith customers have in AirTel. What other operators have achieved in 1-2 years, Bharti has achieved in just over a month. We are truly proud to be spearheading a mobile revolution in India"*



Sunil Mittal receiving the YLF Outstanding Young Achievers Award from Mr. Sanjiv Goenka, Past President, ICC and Vice Chairman, RPG Enterprises

Sunil Mittal  
is India's First  
Young Achiever!

Sunil Mittal was presented India's first **Outstanding Young Achievers Award** in September 2002, in Kolkata. It was presented in recognition of his fine achievement at a young age, by the *Young Leaders Forum* of the Indian Chamber of Commerce, instituted to inspire future generations to take India to new heights. The Forum is drawn from diverse fields of business and industry, banking, advertising, media, medicine, law, etc.





<sup>66</sup> उत्तरं यत्समुद्रस्य हिमाद्रेश्चैव दक्षिणम् ।  
वर्षं तद्भारतं नाम भारती यत्र सन्ततिः ॥<sup>99</sup>

*"Uttaram Yatsamudrasya Himadreshchaiva Dakshinam  
Varsham Tad Bharatam Naama Bharati Yatra Santatih"*

— Vishnu Puran

# We are **Bhartis!**

The lines of this Sanskrit Shloka means a lot for us...

North of the oceans and South of the Himalayas,  
lies the land of Bharat, whose children are known as Bharatis.

We are proud to be Indians.

We are proud indeed to be BHARTIS!

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## Magic Expands the Market

India's First National Prepaid Card TV brand campaign was unveiled in October 2002, designed to connect with the masses. The youth-based, romance-driven strategy platform makes the value proposition of AirTel Magic – Magic hai, to Mumkin Hai – come alive! Sharukh Khan makes *everything in life possible*, while romancing Kareena Kapoor with AirTel Magic.



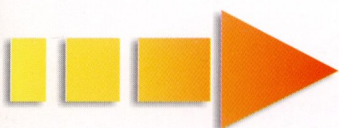
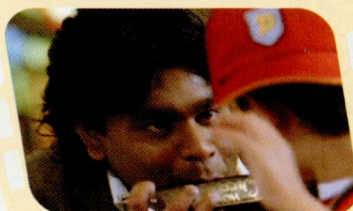


## India sings on AirTel's new A. R. Rahman campaign

A. R. Rahman features in a campaign for the first time ever, anywhere in the world!

AirTel unveiled its new brand campaign featuring A. R. Rahman (also known as the *Mozart of the East*), who also composed an original score. The campaign reflects the spontaneity of the brand statement *live... every moment*, and projects a real life, young, global look & feel. The TV campaign supports AirTel's strategic roadmap for leadership in mobile services. The *Asian Mozart* reinforces the **leader-innovator** and **Indian-International** dimensions of AirTel, and has also composed 5 ring tones exclusively for AirTel customers.

At Bharti, we believe in looking forward, constantly building on our strengths and becoming more relevant to changing consumer needs. The new AirTel TV campaign celebrates a person's inherent need to communicate spontaneously and grab that moment to live it completely.



**Airtel**  
**magic**  
prepaid mobile card

In the next two years the relevant addressable market for a pre-paid mobile card in our markets can be as large as 25 million. This strategy is designed to help us talk to this segment directly in the tone, manner & language of the masses. The "Mumkin hai" value proposition will help us expand the market and gain a higher percentage of market share in the process.



"Magic hai to mumkin hai"



## Bharti encourages Entrepreneurs

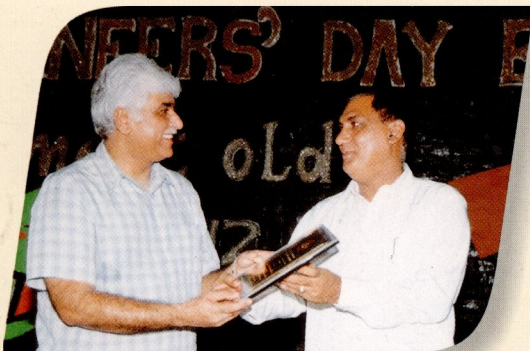
Bharti and The Entrepreneurship Development Institute of India have joined hands to set up the Bharti Centre for Entrepreneurial Initiatives at Ahmedabad to develop, facilitate and motivate entrepreneurs. Rakesh Mittal, G. K. Agarwal and Tina Uneken attended the first meeting of the Advisory Board.



Mr. Brij Mohan Lal Munjal, Chairman – Hero Honda Motors Ltd., presented the **Bharti Student of the Year** award to Harish B., at the 4th convocation of PG Programme, in August 2002.

## Engineer's Day

On 14<sup>th</sup> September, 2002, Engineer's Day was celebrated at the Y.M.C.A. Institute of Engineering, Faridabad, Haryana, where Rakesh Mittal took a trip down memory lane by meeting his college friends. He also received a memento – the *GEM of YMCA* – in appreciation of his contribution towards the institute and in the field of telecom.



## Rajan Mittal Drives Global Telecom



The 2nd Global Telecom Summit 2002 – Destination India – was organised by FICCI in September 2002, at Bangalore. Rajan Mittal, Chairman of the FICCI Telecom Committee, delivered the Theme address, while Mr. Pramod Mahajan, Hon'ble Minister for Parliamentary Affairs, IT & Communications, Dr. Sanjay Paswan, Hon'ble Minister of State for Communications and IT, and eminent speakers from government departments and the industry, also shared their views.



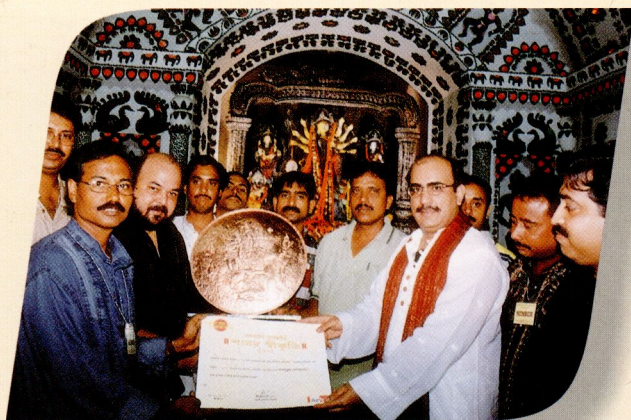
## The AirTel CARnival

In a unique promotional exercise in the twin cities of Hyderabad and Secunderabad, AirTel presented a Maruti 800 car to Mr. Anand Adukia, winner of *The AirTel CARnival*. The honours were undertaken by Mr. Parthasarthy, Hon'ble Director of Communications, Government of Andhra Pradesh, and Vijay Balakrishnan, Head Marketing, Bharti Mobile, Andhra Pradesh, at a glittering ceremony.





Deepak Gulati, Chief Executive, Bharti Mobitel, Kolkata, felicitating Saurav Ganguly as Leader of Captains



Deepak Gulati presents the Best Puja Award as selected by AirTel Sarbojanin Sharad Sikriti to the Puja Committee of Bosepukur Talbagan



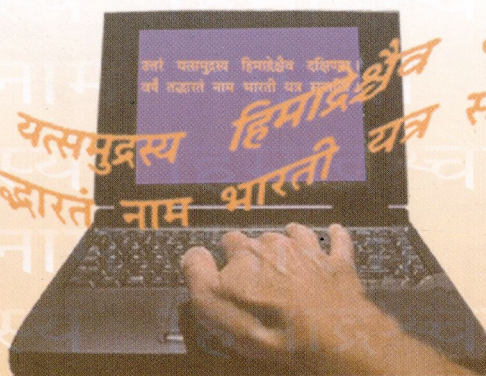
## Kolkata AirTel Puja activities



Celebrities of Kolkata in a Tram Adda, inaugurating the AirTel Puja Darshan Train



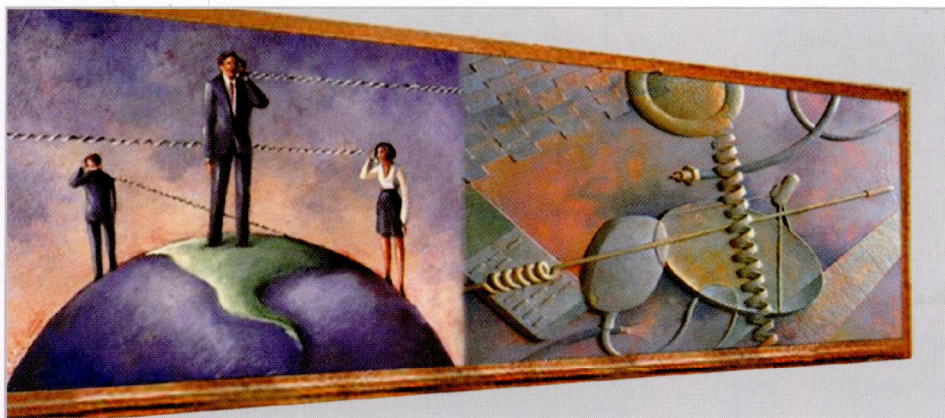
CARE for Kolkata - distributing lunch packets to children on the occasion of Saptami



## Hi-tech sanskrit!

Bharti has supported a project for establishing a Centre for Sanskrit Learning. Sanskrit has been universally rated as the language most suited for technical and scientific usage, including artificial intelligence applications. The Centre will promote the teaching of Sanskrit using modern methodologies, and aims to become an international centre for Sanskrit.





## Bharti Chair in Telecommunications

Punjab University, Chandigarh, recently established the **Institute of Engineering and Technology**. Bharti has donated Rs. 50 lakhs by way of endowment, for the establishment of a Bharti Chair in Telecommunications at the Institute. The *Chair Professor* will work towards enhancing knowledge, and will guide research in the field of telecommunication, besides teaching. One of the focus areas of his research will be *telecom technologies and development of the rural sector*.



## Running for Smiles

On 29<sup>th</sup> September, 2002, Team AirTel, Punjab, and their Channel Partners ran together to promote the spirit of teamwork at Sukhna Lake, Chandigarh. A large number of employees expressed solidarity, camaraderie and brotherhood in a 2 km. **marathon**, which was completed by most. Everyone participated in celebrating the success of connecting the length and breadth of Punjab seamlessly.

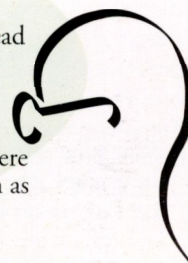
## The Bharti Telesoft Credo

### Enjoy IT!

The slogan *Enjoy IT!* was recently launched on Teacher's Day at Bharti Telesoft to spread health-awareness and help tackle problems like *backaches, asthma, blood pressure*, etc.

### Drawing the Mahatma

On Gandhi Jayanti eve, the Bharti Telesoft club organised a *Drawing Competition*, where participants depicted the life and teachings of the Mahatma. Five of them were chosen as deserving winners, while two received special mention.





# 1.5 lakh Beetel Phones sold in September!

For the first time ever, Beetel sold 1.5 lakh phones in the open market in September 2002, and over 6.7 lakh phones in the first six months of the current year (April - September 2002), representing a growth of over 45% as against the same period last year. New feature-rich models, a channel strength of 140 distributors and over 5000 nationwide dealers, have contributed towards this phenomenal sales spurt, truly making Beetel India's Favourite Phone.



## The Emerald sparkles in Mauritius



History was repeated when Bharti won a tender floated by Mauritius Telecom for supply of 50,000 pieces of the Emerald phone, despite stiff competition from major global companies. This is an endorsement of our products being on par with international standards.

## Stretching their Limits!



It was 7:55 p.m., 14<sup>th</sup> August, 2002... the AirTel Shimla Hotline received an SOS from an Italian tourist who was very sick. Even though her AirTel Magic Prepaid Card had expired, she could SOS for help. Neeti Sethi and Vibhuti Dube sent a doctor to her aid within 30 minutes, who administered a lifesaving injection. Kudos to the Himachal Pradesh Customer Care team, for acting beyond the call of duty!

## Value Yourself

A well-known speaker started off his seminar by holding up a \$ 500 note. In the room of 200, he asked, "Who would like this \$ 500 note?" Hands started going up.

He said, "I am going to give this note to one of you but first let me do this." He proceeded to crumple the note up. He then asked "Who still wants it?" Still the hands were up in the air.

"Well," he replied, "What if I do this?" And he dropped it on the ground and started to grind it into the floor with his shoe. He picked it up, now all crumpled and dirty. "Now who still wants it?" Still the hands went into the air. "My friends, you have all learned a very valuable lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth \$ 500. Many times in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that can come our way. We feel as though we are worthless. But no matter what has happened or what will happen, you will never lose your value. You are special - don't ever forget it!"

**Moral of the Story :** Never let yesterday's disappointments overshadow tomorrow's dreams; we are what we believe we are.

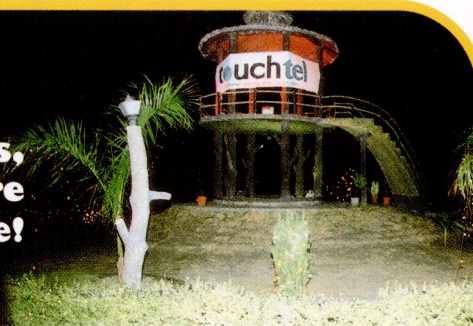


# Bharti Telenet rallies together



## A Bonanza of Awards!

**4 Years,  
and more  
to come!**



A grand Bonanza Award Night recognised the efforts and contributions of Bharti Telenet's Sales & Marketing team and Channel partners. P. Swaminathan, CEO, presented prizes and gold coins to employees, DSPs and DSEs.

## Touchtel sponsors Fonocom 2002



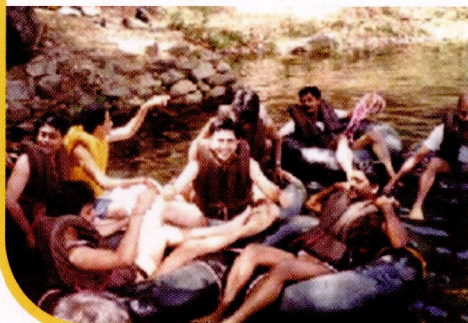
Bharti Telenet, Madhya Pradesh, celebrated its Fourth Annual Day, when all the regions' employees and families enjoyed dances, music, games, etc.

An Outbound Training programme brought Bharti Telenet employees together for 2-days at Pachmarhi hill station. Activities like river rafting, mountaineering, spiders web, raft-building, obstacle crossing, camping, etc., were organised.

Sponsored by Touchtel, **Fonocom 2002** – India's largest IT, Telecom and Office Automation Expo – was held in Madhya Pradesh. It was inaugurated by P. Swaminathan, CEO, Bharti Telenet. Mr. Suleiman, Collector of Indore, inaugurated the Touchtel stall.

Bharti Telenet, Indore, in conjunction with Free Press, Indore's leading English Daily, organised a Painting Competition for children aged between 4 & 16.

## Bonding with Nature

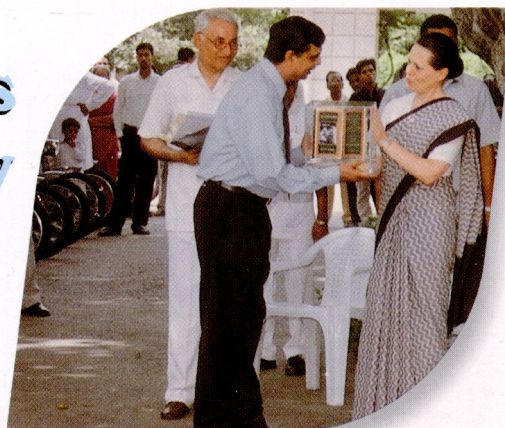


## Touchtel & Free Press encourage the creative spirit



# Bharti ensures a Better Tomorrow

Bharti Foundation brought hope and promise for a better tomorrow in the life of Mr. Tekram Agarwal, a physically challenged person from Bilaspur, by donating a motorised three-wheeler through the Rajiv Gandhi Foundation. Ms. Sonia Gandhi presented a memento of appreciation on the occasion, to Bharti Enterprises.





# Welcome to the Bharti Family



## New Joinees

Sr.No.	Name	Designation	Company
1	Harshvendra Soin	GM - Human Resources	Bharti Mobile Ltd. - NR
2	Vivek Sahgal	CFO	Bharti Mobile Ltd. - NR
3	Gurinder Sandhu	CMO	Bharti Mobile Ltd. - NR
4	Mrinal Roy	GM - Haryana	Bharti Mobile Ltd. - NR
5	Manish Rastogi	Head - Market Communication	Bharti Telenet Ltd. - Delhi Circle
6	P. D. Sharma	Chief Project Officer	Bharti Telenet Ltd. - Delhi Circle
7	Sunil Colaso	Head - Service Delivery & Quality Management System	Bharti Cellular Ltd. - Delhi
8	Anil Sharma	VP - Corporate Affairs	Bharti Telenet Ltd. - President's Office
9	Dr. Rakesh Mehta	Chief - Human Resources	Bharti Telenet Ltd. - TN
10	Mahesh Thampi	GM - Sales	Bharti Cellular Ltd. - Kerala
11	Sanjay Jog	Sr. VP - Human Resources (CHRO)	Mobility - President's Office
12	Abhijit Pal	Chief Financial Officer	Bharti Mobitel Ltd. - Kolkata

## Movements

S. Name		FROM		TO	
No.	Co./Unit	Designation	Co./Unit	Designation	
1	Tushar Maheshwari	Bharti Mobile Ltd. - NR	CMO	Bharti Tele-Ventures Ltd.	GM - Marketing
2	Brijesh N. Mathur	Bharti Mobile Ltd. - NR	CFO	Bharti Tele-Ventures Ltd.	Head - Financial Reporting
3	Anand Ramabadrn	Bharti Telenet Ltd. - Delhi Circle	Chief - Marketing	Bharti Telenet Ltd. - President's Office	VP - Marketing
4	Sanjai Saxena	Bharti Broadband Networks Ltd.	DGM	Bharti Telenet Ltd. - Delhi Circle	Head - Data Business
5	Muthu Kumar Thanu	Bharti Telenet Ltd. - TN	VP - Human Resources	Bharti Telenet Ltd. - President's Office	VP - Human Resources
6	Prem Pradeep	Bharti Telenet Ltd. - TN	Chief - Operations	Bharti Telenet Ltd. - KK	Chief Operating Officer
7	K. Shankar	Bharti Telenet Ltd. - TN	Chief - Operations	Bharti Telenet Ltd. - KK	Head - Operations
8	Danesh Paul Bansal	Bharti Cellular Ltd. - NR	GM - Network Operations	Bharti Cellular Ltd. - Kerala	CTO
9	Gautam Mukherjee	Bharti Mobile Ltd. - KK	GM - Marketing	Mobility - President's Office	GM - Marketing
10	Vinod Sawhney	Mobility - President's Office	Chief Business Development Officer	Bharti Mobile Ltd. - NR	CEO
11	I. B. Mehra	Bharti Mobile Ltd. - NR	CEO	Mobility - President's Office	CEO
12	Vivek Goyal	Bharti Mobitel Ltd	CMO	Bharti Tele-Ventures Ltd.	GM - Marketing
13	H. K. Gandhi	Bharti Telenet Ltd. - President's Office	VP - Human Resources	Bharti Tele-Ventures Ltd.	VP - Human Resources

## Promoting Quality Health

### Healthcare's Business Excellence

Bharti Healthcare (BHL) held its inaugural meet – *Quality & Business Excellence Council – QBEX* – in July 2002, at Dharuhera. A presentation – *How Did We Do It?* – was made, explaining how BHL came back on the profit track and is on its way towards being the **Customer's First Choice**.

### The "00" Breakthrough

Bharti Healthcare has developed in-house technology to produce size "00" capsules of international standards, which have high demand globally. With high-speed filling machine trials already underway, this represents a great technological breakthrough. Kudos to the team – *Dinesh Joshi / N. George Kumar / Rahul Mukherjee / Surjeet Singh!*

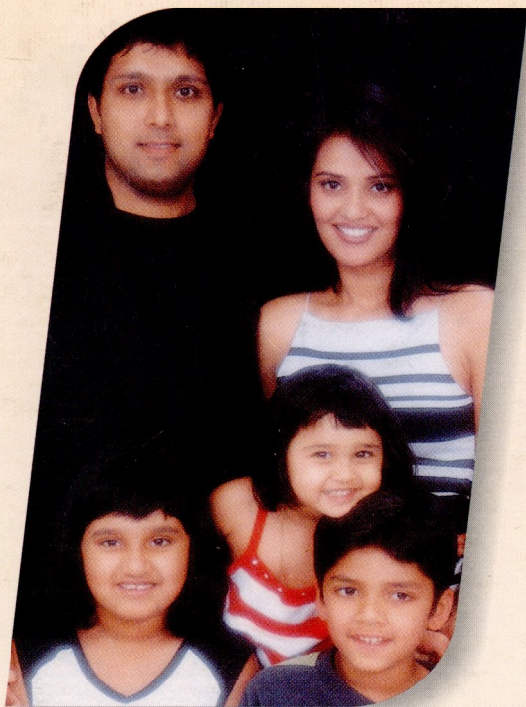
### Conquering Thailand!

Making an entry into the niche Thailand market, Bharti Healthcare has received its first order, competing successfully against American multinationals.



Mr. Chirasak Pavitrapok, MD, T.O. Chemicals Ltd., Bangkok, Thailand, with V. K. Verma and A. C. Srivastava (CEO) of Bharti Healthcare





## Dr. Jai Menon is Bharti's new Director IT & Technology

In line with Bharti's strategic commitment to become a Technology Innovator / Leader, Dr. Jai Menon has taken up the mantle of Director – IT & Technology. His appointment will enhance Bharti's fast-growing customer base across its mobile, fixed-line, broadband and long distance projects.

Dr. Menon was an Executive Director at IBM (USA) and thereafter worked in Bell South (USA) as Corporate Officer & Executive Vice President. His expertise will provide strategic direction to Bharti on IT & Technology applications in all its businesses, which focus on innovation and new product development.

A Bachelor of Technology from IIT, Delhi, Dr. Menon holds a doctorate from Cornell University (USA).

He and his wife, Sangeeta, have three children — Annika (7), Shantanu (6) and Alisha (2).



## AN EAR ON COSTS?

While at work, we sometimes get so engrossed, we tend to forget the importance of keeping an eye on costs. Here are some helpful tips on how we can ensure cost-cutting, without compromising on quality and efficiency.

- take your initial printouts in black & white in the economy mode
- recycle your paper; use the back of unusable printouts, for proofreading purposes
- use only wood-free pencils; they'll also contribute towards saving the environment
- switch off your table lamps and computers / monitors when you leave your workstation
- keep your calls short and to the point; you'll leave a line free for emergencies

Do let us know of other ways to reduce costs, and spread the word around.

*A cost-effective Bharti is a more productive Bharti.*



Two friends were walking through the desert. During the journey they had an argument, and one friend slapped the other's face, who was hurt. Instead of saying anything, the one who was slapped wrote in the sand : *"Today my best friend slapped me."*

They kept on walking, until they found an oasis, where they decided to take a bath. The one who had got slapped started drowning, and his friend saved him. When he recovered from the fright, he wrote on a stone: *"Today my best friend saved my life."* The friend who saved and slapped his best friend, asked, *"Why, after I hurt you, you wrote in the sand, and now you write on a stone?"*

The other friend, smiling, replied: *"When a friend hurts us, we should write it down in the sand, where the winds of forgiveness get in charge of erasing it away; and when something great happens, we should engrave it in the stone of the memory of the heart, where no wind can erase it"*

# SANDS or STONE?