

The in-house magazine of Bharti Enterprises

bharti today

Vol. 7, Issue 2, 2003

Two Towering Pillars of Connectivity

The Infotel & Mobility Leaders

HIGHLIGHTS

- ▶ AirTel LeAPs to Leadership in Andhra Pradesh pg.7
- ▶ AirTel touches a New High across India pg.6
- ▶ 1 Million customers in Delhi for AirTel pg.22
- ▶ Bharti in the Black pg.11
- ▶ Bharti set for Major Expansion pg.11
- ▶ Touchtel Doubles its subscriber base in just 1 year pg.10
- ▶ Bharti Teletech crosses the 20 Million phones mark pg.11

Badri Agarwal

Manoj Kohli

touchtel

IndiaOne
LONG DISTANCE SERVICE

mantra
online.com

Airtel

Badri, Manoj & their teams lead Bharti's telecom connectivity

Bharti had restructured its Telecom Service businesses under **Infotel Leaders** and **Mobility Leaders** in 2001. While Infotel Leaders handle the *fixed line (Touchtel)*, *long distance (IndiaOne)* and *broadband services (Mantra)*, Mobility Leaders provide *mobile phone services (AirTel)*.

Badri Agarwal and **Manoj Kohli**, along with their young and energetic teams, together lead Bharti to newer heights in the world of telecom connectivity in India.

For Badri, who heads the Infotel Leaders, the **vision** is — *to be the leading telecom service and solutions provider in the country and build an Institution of Excellence.*

For Manoj, who leads the Mobility Leaders, the **vision** is —

to make mobile communications a way of life and be the customers' first choice.

Badri says, "Our products and services would continue to be the market leaders with focus on Corporates, mass or individuals."

"The Mobility Group will be the strongest among the 3 to 4 surviving national mobile players in terms of the overall customer base, revenue market share and profitability in the next five years," says Manoj.

Both the leaders talked to "Bharti Today" detailing their plans, programmes and business strategies designed to maintain Bharti's leadership.

The Two Pillars of Bharti's Connectivity

INFOTEL Leaders

Badri Agarwal, President



CEOs / COOs



Ashok Juneja
(Bharti Broadband Networks)



K. Krishnan
(Basic Services [South], Tamil Nadu & Karnataka)



N. Arjun
(Bharti Telesonic)



Prem Pradeep
(Basic Services, Karnataka)



Rajiv Kohli
(Basic Services [North], Delhi & Haryana)



Rohtash Mal
(Basic Services, MP & Chhattisgarh)

President's Office Team



Alok Kumar
VP, Customer Care



Amit Shukla
VP, Marketing



Anil Sharma
VP, Corp. Affairs



Arun Hariharan
VP, Quality & Knowledge Management



Ganti Vinod
VP, Human Resource



Jagbir Singh
Sr. VP, Technical



Jagmohan Bhatt
VP, IT



Shamik Das
VP, Finance



Milesesh Ruparel
VP, Materials



Vivek Khanna
Sr. VP, IT

MOBILITY Leaders

Manoj Kohli, President



CEOs / COOs / Direct Reportees



Atul Jhamb
Mumbai



Atul Joshi
Gujarat



Deepak Gulati
Kolkata



Inder Bajaj
Maharashtra & Goa



Jagdish Kini
South Central



Madhur Taneja
VP, Operations, MP & Chhattisgarh



P. Swaminathan
Southern Hub



Sanjay Nandrajog
North Central



Vinod Sawhny
Northern Hub

President's Office Team



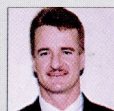
Amrita Gangotra
VP, IT



Anurag Prashar
Chief Service Delivery Officer



Atul Bindal
Chief Marketing Officer



Norman D. Price
Group CTO



Maclean Rapheal
VP, Human Resource



S. K. Sharma
Head, Quality



Sarvjit Singh Dhillon
Group CFO



touchtel

IndiaOne
LONG DISTANCE SERVICE

mantra
online.com

Infotel, Bharti's wired arm

What is your vision for the Infotel Leaders?

To be the leading Telecom Service and Solutions Provider in the country and to build an Institution of Excellence.

What plans do you have to bring more customers into Bharti's kitty?

Our Service would be the differentiator! We plan to create "Customer Delight" in all that we offer to the end-customer. Seamless service backed by the latest technology and value for money propositions would help us in making a mark in all spheres that we cater to – be it Access, Long Distance or Data & Broadband Services.

Where do you see the Infotel Leaders in the next 5 years?

The only certainty in today's world is change - Infotel business caters to a dynamic, ever-changing market. Our Products and services would continue to be market leaders. In the past, we have successfully consolidated our businesses, aiming at providing a single interface to the end-customer. Our services are now focused on providing customised services to each segment that we cater to – be it Corporate, Mass or Individuals. In times ahead, we would further synergise our

strengths and leverage the intellectual capital and the huge infrastructure to our advantage.

What are the challenges to the Infotel Leaders?

Our challenges lie around harnessing our intellectual capital to the maximum. We have always maintained our first mover advantage. Challenges will be to continuously build customer-focused Products and Processes, anticipate market movements and deliver accordingly. We consistently need to

work towards maintaining this lead.

The entry of competition has added another dimension, which will result in stress on price where improved quality and better solutions will be the differentiators. We would aim at synergising all businesses and provide world-class solutions to large Corporates. Maintaining efficient cost-levels is another challenge for us.

How does the merger of other group companies into Infotel help the Company in future?

It's all about creating synergy.

We have adopted a flexible approach, which entails us to closely align our business strategy to the ever-evolving and changing market dynamics. The end-customer today wants seamless service and a single external interface.

There have been only benefits – we have come out stronger in terms of resource-optimisation, and have become a leaner and stronger organisation.

Knowledge-sharing and learning transcend business unit barriers once mergers happen. Our competitive advantage would get further enhanced if we adapt organisational re-alignments to meet changing business and customer needs from time to time.

"Our challenges will be to continuously build customer-focused Products and Processes, anticipate market movements and deliver accordingly. We consistently need to work towards maintaining this lead."

What are your plans and programmes to make your employees efficient and enthusiastic in the work culture?

Our employees make our successes possible. At Bharti, we believe our employees have made all the difference so far and will continue to do so.

The theme for 2003-04 is Communication, Recognitions and Rewards.

How are you going to handle the network capacity to maintain the standard of our services?

We plan to deploy state-of-the-art, scalable and manageable solutions, which will not only make the services accessible to every part of our service area, but also ensure the quality of service as measured for Customer Delight.

contd. on pg. 4



Seated - left to right : Avinash Shekhar, Ravinder Singh, Sandeep Bhatia
Standing - left to right : Asish Kaul, Rohit Suri, Vivek Aggarwal, Alok Ranjan, Badri Agarwal, N. Arjun, Siraz Khanna, Harsh Sood



Bharti Towers, Touchtel's office building in Tamil Nadu

contd. from pg. 3

What are the other projects of importance you are planning at present?

Some of the new services and products planned for this year, include SMS on Fixed Line, Video Conferencing, Unified Messaging Services, Gaming Services and ever-increasing content for our Internet users on DSL. We have also planned to deploy new technologies, including MPLS (IP Backbone), DWDM, IN Platform and IP Radio, etc. There will be many more services to come.

Tell us the role of the Infotel Leaders' departments, like Quality, Customer Service, IT, etc.

Quality and Knowledge Management is responsible for creating a sustainable quality, knowledge-sharing and reuse culture within the Infotel Leaders and for facilitating the performance improvement in key business metrics across all units. We have launched a Six Sigma initiative in September 2002,

and about 30 Black Belt projects have been launched till date, of which about 50 per cent are nearing completion, resulting in about Rs. 15 crores P&L benefit.

The Customer Care department is responsible for developing CRM and Customer Care Strategy that meets the service objectives, like achieving maximum customer satisfaction, and convert it into customer delight by the quality of complaint handling. It helps to increase customer satisfaction and leads towards service excellence by implementing best practices.

The IT department is responsible for catering to the needs of User Departments for billing and all IT hardware and software support, timely and accurate delivery of subscriber invoices, and Data processing for business MIS.

Tell us something about yourself.

My work is a passion for me. I am keen to contribute towards society through various fora of social work for the benefit of the downtrodden. I was very pleased to work as a Managing Trustee for 3 years for a very large Charity Eye hospital in Delhi and look forward to similar opportunities in the future.



Mobility, Bharti's wireless arm

What is the Vision of the Mobility Leaders?

To Make Mobile Communications a Way of Life And Be the Customers' First Choice. We aspire to achieve this vision through our focus, not only on improving penetration of our services into the smallest of towns in India, but also through high-quality customer service to delight all types of customers.

Tell us about the structure of the Mobility Leaders and how it is helping you in your efforts to meet the targets of cellular services.

The Mobility Leaders operates under the overall guiding principles and the long-term business plan developed by BTVL. The Mobility Office converts the overall business plan into separate operating plans for each of the 15 Circles, in consultation with the Circle Business Heads. Each Circle has its own team for executing these operating plans. The Mobility Office then reviews the progress of implementation of the operating plans of each Circle and suggests corrective measures wherever required. Through this process, we intend to provide a similar touch & feel to all AirTel customers in India.

What strategy have you followed to achieve the top slot in the cellular customer base in the country?

The key strategy is to focus on the fundamental needs of the customer in network coverage & quality, six sigma customer service delivery, accurate & timely billing, etc. In the coming quarter our focus will be on, to :

- achieve better growth rate & quality of customers in our Circles,
- focus on EBITDA margins and cash flows,
- standardise policies, processes and practices across the 15 operating circles.

Where do you see the Mobility Leaders 5 years from today?

The Mobility Leaders will be the strongest among the 3-4 surviving national mobile players in terms of the overall customer base, revenue market share and profitability. This will be achieved through our Customer Service Delivery with world-class processes, great team work and segment-wise differentiated products & services.

What steps are being taken to increase the customer base in other Circles after the achievement of over one million customers in Delhi?

We have launched a national project called Project Tiger-Hill, consequent to which we have netted 250,000



The swanky office environment at the new Infotel Office located at Okhla Industrial Area, New Delhi



customers in May, the highest ever in the history of the Company, after the post-launch phase of new Circles in August 2002. This project was a test track for all our Circles, especially the new 1800 Circles, to prove our strengths & enhance their performance. With our fundamentals of network and customer service improving substantially, I am confident we will achieve better results in the second quarter.

What measures do you plan to make your team more enthusiastic and efficient?

Inside the Company, we are customers to each other. We are a very happy team that relates heart-to-heart and is extremely responsive to the changing marketing needs with the slogan – **Speed First. Quality Always.** There is no hierarchy, no bureaucracy and no politics.

Under the new HR leadership, we have launched a set of programmes to make the

Mobility Leaders' office a fun place to work in and to increase the motivation of each employee.

To make the team more efficient and productive, we are putting together concrete management and business processes in place, which would render clear roles and responsibilities for all. I am confident that we are building the strongest management team in our sector.

How are you going to handle the network capacity to maintain the standard of the services?

We have a proactive planning process for enhancing both NSS and BSS network elements' capacities, so that we can maintain a Grade of Service of <2%. Due to this process, we were able to cope with much higher traffic after the IUC regime was implemented on 1st May, 2003.

What are the other projects of importance you are planning at present?

The most important projects we are working on are :

- a Six Sigma initiative throughout the organisation, enhancing quality in all our key business processes,
- a project on winning back lost customers and preventing churn of existing customers, especially Post-paid,
- rolling out in >300 towns in our Circles,
- migration to a new billing system in 3 existing Circles,
- increase in the distribution depth of both the Post-paid & Pre-paid products to FMCG levels.

With stronger fundamentals on our side, I am sure we will be able to enhance our leadership in the industry in this financial year.

What is the role of some departments like Quality, Customer Service Delivery and IT?

We have implemented Six Sigma to provide momentum to the Quality Initiative. It helps us to fine-tune and build robust systems and processes, perform at high speed with zero error and high productivity. It enables us to accomplish the Mobility Leaders'

"The key strategy is to focus on the fundamental needs of the customer in Network coverage & quality, six sigma customer service delivery, accurate & timely billing, etc."

commitment to **Execution Excellence** to achieve being the customers' first choice through involving cross-functional employees in the entire business.

The business objective of the Customer Service Delivery team is to define AirTel Service Experiences, create service as a market tool, retain customers, and optimise cost of service. It also aims at continuous benchmarking of the best practices and procedures.

Information Technology has a dual role of an **Enabler** (Customer Care, Billing, Provisioning, Business Intelligence, etc.) and as a **Driver** (new VAS, Content Management, Hosting and Business Continuity and Recovery, Business Applications, etc.) of business.



The Mobility Leaders at a 6 Sigma Meet

Seated - left to right : Sarvjit Dhillon, Deepak Gulati, Amrita Gangotra, Inder Bajaj, Jagdish Kini, Manoj Kohli, Atul Bindal, P. Swaminathan, Sanjay Nandrajog, Mrinal Roy, Rajesh Kharbanda

Standing - left to right : Sheriar Wakil (GE), Maclean S. Raphael, Christopher Tobit, Manmohan Kalsi, Vinod Sud, Atul Joshi, T. Elango, Anand Jha, Col. V. S. Rawat, K. Kulbhushan (GE), S. K. Sharma, Madhur Taneja, S. Venkatraman, Anurag Prashar, Manish Trehan, Sunil Mishra, V. Venkatesh, Harshvendra Soin, K. Srinivas

India's First 3 Million Club

Heading for **5 Million** soon!

In March, AirTel became the first mobile service provider in India to cross the **3 million customer mark**, and touched the **4 Million** mark in July! Celebrating the stupendous milestone, Bharti felicitated the Indian Cricketing Heroes and presented the **AirTel 3 Million Cricket Cup**, where the Indian Invitation XI defeated the Sri Lankan Invitation XI, in an enthralling encounter at the Wankhede Stadium in Mumbai. In a touching humanitarian gesture, the proceeds were given to **Bharat Ratna, Lata Mangeshkar**, for the cause of cancer, who also received a **Special 3 Million SIM Card**.

Other winners in the 3 Million celebrations, include

- **Mr. Mrityunjaya Pandey**, winner of the **AirTel 3 Million Cricket Cup SMS Contest**, who was thrilled to fly out for the toss in a chopper with the two skippers, Saurav Ganguly & Arjuna Ranatunga
- **Mr. Raj Kumar**, the first to win Rs. 1 Lakh worth of talktime in the **Rs. 10 crore Free Talktime Lucky Draw**, where one of every two new subscribers was guaranteed to win between Rs. 25 & Rs. 1 Lakh worth of free talktime.

Contributions to the 3 Million mark came from **UP (West) and Uttaranchal – 1 Lakh customers**, and **4,00,000 in Northern Region (Punjab, Haryana & Himachal Pradesh)**.



Lata Mangeshkar receiving the 3 Million SIM Card from Rajan Mittal and cricketer Yuvraj Singh



Mr. Chetan Raval was the Grand Prize winner in the World Cup SMS Contest; he received a Sunshin Santro from Manoj Kohli



Saurav Ganguly and Arjuna Ranatunga with Sunil Mittal about to fly out in a helicopter for the toss at the 3 Million Cup cricket match

Airtel

Two Leaders – One Power Brand

Airtel magic
prepaid mobile card

A 2-stage process that had dawned 9 months ago, is now in full bloom... in May AirTel Magic was fully merged into the Master AirTel brand. To facilitate focused and powerful advertising which will tug at one's heartstrings, Ad Agency realignment was deemed necessary. **Percept** will handle the Infotel brands – **Touchtel, IndiaOne & Mantra** – while **AirTel** will be handled by **Rediffusion DY&R. Events, Promos**, etc., will be under the purview of **Percept D'Mark**.

MP & Chhattisgarh Scratch & Win –

In late April, AirTel Magic customers in MP & Chhattisgarh stood to win a 3-night, 4-day trip to Bangkok, besides many other prizes up for grabs in this exciting offer. Customers also got Rs. 70/- off on presentation of 2 Pepsi labels (1½ & 2 ltr. pet bottles).

Heralding a Free Incoming nation

At April-end, AirTel made all incoming calls from any phone any-where in the world, absolutely free for all its subscribers... no exceptions! Now everybody will **talk, talk, talk!!**



An Overwhelming Response from Punjab

5 Lakh Happy Customers in just 17 months!

Customers in Punjab have reposed tremendous faith and loyalty in the AirTel brand. Just recently, a celebration was held to mark **4 Lakh customers** in the Northern Region, of which **3 Lakh customers** were from Punjab alone, **an achievement that came about in just 1 year!** The milestone represents unprecedented growth and has broken all performance records!

Incredibly, as **Bharti Today** was going to the press, Punjab announced a further mind-boggling achievement, as the **numbers swelled to 5,00,000!**

Vinod Sawhny said, "Performance such as this is a culmination of focused adherence to processes, a dogged determination to win the market place, an agile team in thinking & action, and an ambience of empowerment & transparency."



Sunil Mittal breaks into an impromptu Bhangra to celebrate the achievement of 4,00,000 customers in Northern Region, at a **Punjab Da Pind** – a village specially created in the heart of Chandigarh

AirTel becomes No. 1 in Andhra Pradesh

AirTel has touched a new milestone in AP, emerging as a clear leader. AirTel has unleashed **LeAP** – a network expansion project designed to **Leverage Andhra's Mobility Potential**, with a planned investment of Rs. 137 crores in the next 4 months.

K. Srinivas said : "In order to further consolidate market leadership, 75 more towns and 2085 more villages are slated to be added, representing a 50% leap in network coverage. This will bring the total number of towns covered by AirTel, to 215 towns and 6100 villages in AP."

To facilitate world-class services, a state-of-the-art billing and e-CRM system is being deployed.

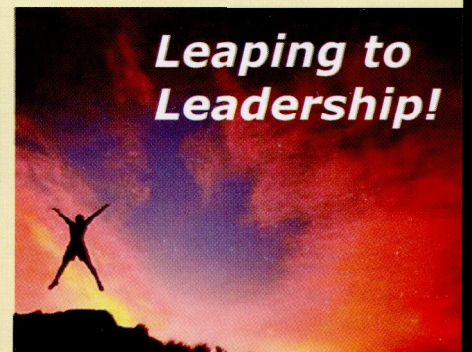
Way to go, Team AP!



K. Srinivas, COO, Andhra Pradesh Circle, receiving a memento from Sunil Mittal at a glittering function held in Hotel Grand Kakatiya, Hyderabad



A skit performed by employees of Bharti Mobile, AP, to mark the LeAP initiative, was enjoyed by one and all



0-1-2... AirTel makes it so simple to go mobile!

AirTel unleashed the simplest ever 0-1-2 plan across India in mid-May, wherein an incoming call is Rs. 0, an outgoing call to mobiles is Re. 1, and a mobile-to-mobile STD call across the country is just Rs. 2.

Best of all, the plan does not require any deposit for local and mobile STD calling.



Hemant Sachdev presents the 0-1-2 plan to the media at a press conference

Customers Maange More? AirTel Gives More & More!

amazing, first-of-a-kind Value Added Services (VAS) from the undisputed leader

Corporate Initiatives

Whither art thou? AirTel will tell you!

— At May-end, AirTel launched **Around Me**, India's first location-based service by any cellular provider. Available in select cities for Post-paid customers, one can discover all about Shopping, Movies, Discounts, Medical facilities, Banks, ATMs, Restaurants, etc., that exist in their vicinity. *AirTel turns navigator!*

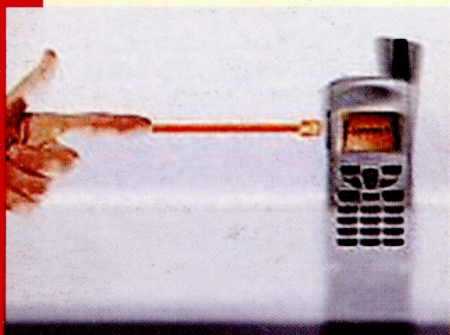
SMS @ Rs. 2 — All Value Added Services are being charged at Rs. 2 per SMS. This has been implemented across 15 circles.



AirTel Messenger — This Instant Messaging application has a huge potential of enhancing revenue and reducing churn.

Music Cards on Voice Portal '646' — Yet another feather has been added to the '646' Cap. Customers can now record greetings with popular tunes in the background.

Always On. Anywhere. Anytime — AirTel has created a dynamic voice mail box, where calls that are not answered, or calls to mobiles that are switched off / out of reach, are automatically recorded. Customers receive their missed call alerts later via SMS.



Joggers' Park / Charlie's Angels-2

— AirTel has orchestrated exclusive tie-ups for SMS games, Quizzes, Ringtone downloads and much more... with movies like Joggers' Park / Charlie's Angels-2. Customers who are movie-buffs are enjoying the exclusive benefits.

Get the Power of 2 — all Post-paid customers were given Double Power, when they received Pre-paid connection benefits, such as ISD & STD without a security deposit. All they have to do is add a prefix #2, after paying a nominal charge of Rs. 300/-. *No deposit. Full facility. Enjoy!*

Auto Roam the world on Magic

— AirTel's pre-paid Magic card became India's first to offer Pre-activated International Roaming (incoming only), and that too without any rentals or activation fees. All customers are enjoying these benefits since 22nd May.

Going Global Medically — A unique 24-hour Global Emergency Service was launched by AirTel on 8th May, wherein free medical assistance service is provided across the entire globe, only for AirTel International Roaming customers. The service is available on an international SOS No. - +91 9818050505. *Keeping you healthy, globally!*

Initiatives from Circles

CBSE enters Mobility!

— Launched by AP, Delhi and Kolkata, AirTel has entered into tie-ups with CBSE / Local State Boards, to view exam results via SMS. *The response has been fabulous!*



Mobile Banking comes to India

— In a tie-up with Bank of Punjab, AirTel offered a recharge facility across the Bank's 131 ATMs nationwide, where one can check up to 5 recent transactions and balance amount, plus pay mobile bills and order cheque books.



Regional contests on '7333'

— Launched by AP, Chennai and Tamil Nadu, for the first time, AirTel organised region-specific contests on the local film industry like Tollywood, Bollywood, etc.

Villages & their Sarpanches get Mobile Empowerment

— In mid-May, AirTel gave an antenna, handset and initial talk time to some of the Sarpanches in Punjab villages. They were offered low STD / ISD rates to encourage use of the service to keep in touch with near and dear ones abroad. *Building familial bonds.*



Enhanced Phone Book

— Launched by Kolkata, the new AirTel phone book offers space to save up to 250 contacts and 150 messages for 8K and 16K.

Lifesavers' Club

— AirTel customers in Punjab can register their Blood Group by just sending an SMS to a pre-defined shortcode. Anybody who is in need of blood can just send a request and he/she will be supplied 3 mobile numbers. Simultaneously, the donors will be intimated about the request with the mobile number of the person making the requisition. Either of them can contact each other for help.

Looking Beyond Horizons *AirTel surges ahead!*

Bharti Mobitel becomes Bharti Cellular in Kolkata

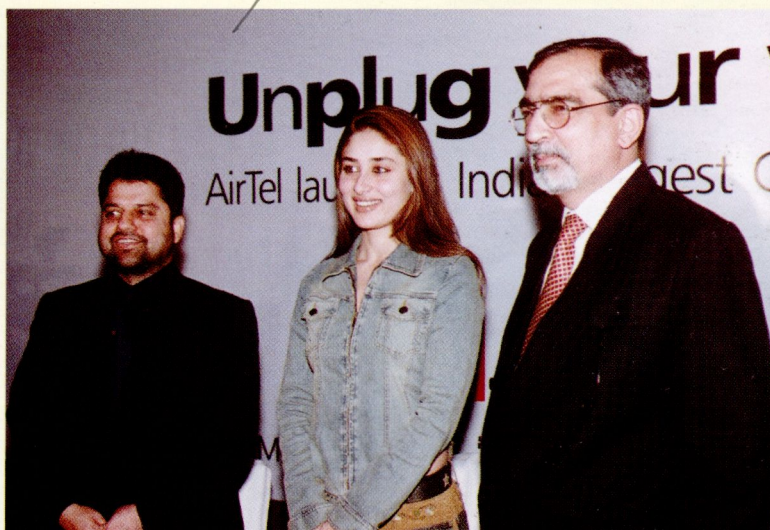
On 10th April, Bharti announced the amalgamation of Bharti Mobitel (Kolkata) with Bharti Cellular... a landmark achievement.



Telia Acquisition completed — on 7th June, Bharti Mobile completed acquisition of its 26% stake in Telia A.B. (Sweden). Costing approximately US\$ 59 Mn, this achievement makes Bharti Mobile a wholly-owned subsidiary of Bharti Cellular, and is another step towards consolidation. Today, Bharti Mobile has just under 14 lakh customers across Karnataka, Andhra Pradesh & Punjab.

MMS Services now in 6 Metros

AirTel is India's Largest GPRS Network. Youth icon, Kareena Kapoor, unveiled the GPRS network in February, by sending the first MMS to the Indian Cricket team in South Africa. This *First-of-a-Kind* event heralded *Pan-India Roaming on AirTel Magic*, *Nationwide MMS* for all customers (supported by a wild and whacky *MMS Masala Portal* at www.airtelworld.com), a *Mobile Office* for business customers, and the launch of *Harsha Mobile* – a 365-day Cricket Expert Comments Service exclusively with Harsha Bhogle.



Welcome to Bharti



Atul Joshi is Chief Operating Officer, AirTel Gujarat Circle

Atul Joshi has joined the Bharti family on 27th June, 2003, as Chief Operating Officer, Gujarat Circle, based at Ahmedabad.

Atul possesses a rich experience of 17 years

with *Max New York Life Insurance Company* as Director – Supplementary Distribution, *ICI India Limited* as General Manager – Decorative Paints and *Asian Paints*, as Head – National Sales.

With *Max*, he was responsible for establishing & managing business from new channels of distribution, conceptualising business strategies and their implementation, acquisitions, delivering revenues & profitability. Prior to this role, Atul was also responsible for starting operations in parts of India and made key contributions in making *Max* the second-largest private life insurance company in India, in just its first year of operations.

Atul has an MBA from University Business School, Panjab University. He is married to Jayanti and they are blessed with a daughter, Asavari.

Atul Bindal is Chief Marketing Officer, Mobility Leaders

Atul Bindal joined the Mobility Leaders on 23rd June, 2003, as Chief Marketing Officer.

His experience spans nineteen years in leading global corporations, both in India and overseas.

His last assignment was with *DHL International*, Singapore, as Commercial Director, Asia Pacific, where he led Marketing, Sales, Customer Service, Pricing and E-Commerce. Prior to that, he served with *Allied Signal Honeywell* for six years in India, Asia and USA, in various roles, ranging from Director Business Development to VP & GM Asia, Middle East and Africa. Previously, Atul has worked with *American Express*, *Shell* and *Lipton India*.

A Mechanical Engineer from Delhi College of Engineering, Atul has done his Post Graduation in Management, with majors in Marketing and Finance from Indian Institute of Management, Kolkata.

He is married to Anuradha and they are blessed with a son, Aditya.



The Future is Ours *an Infotel credo*



Double the Customers in just 1 Year — Touchtel, India's first private fixed-line telecom service provider, announced on 4th June that it has attracted over **4 lakh customers** into its ever-growing family. This remarkable milestone is **double the figure achieved in July 2002.**



Celebrating the achievement of **EBT Targets of Bharti Broadband** at Hotel Grand, New Delhi, Badri Agarwal cuts a cake with Rajiv Sharma and Ashok Juneja

India's First Fax-mail — Touchtel launched its dynamic & innovative Fax-mail service on 10th March, the first fixed-line service provider to do so in India. Priced at just Rs. 1.20 per pulse, customers have to pay a low monthly rental of just Rs. 25/-. This exclusive service helps Touchtel customers to receive all fax messages in a Voice Mail box.



Meetings On-line —

Bharti Telesonic launched **IndiaOne MeetXpress**, a highly reliable audio conferencing service at affordable rates. N. Arjun said, "We are using state-of-the-art technology provided by **Avaya, USA**, which delivers huge cost-savings for customers, on travel and communications costs, enabling periodic reviews, sales conferences, project reviews, management discussions and other critical meets, *all conducted on-line!*"



Data & Internet goes Global —

on 12th June, Bharti announced the launch of **International Data Services**, via the Network i2i submarine cable, undertaken by **Bharti's Broadband & Data Group**. The 3200 km. i2i cable network is the world's largest capacity undersea cable project, supporting a bandwidth of up to 8.4 TBPS and is a joint venture between Bharti & SingTel.



Bharti Group on a Roll

Bharti is one of India's Best

Managed companies — According to *Finance Asia* (volume 7, issue 7, April 2003), Bharti Tele-Ventures is India's *Third-best* Managed company. Bharti has the *Second-best Investor Relations* and is *Fifth* when it comes to **Most Committed to Shareholder Value**. It is placed *Third* as regards **Corporate Governance** and *Fifth* in terms of **Financial Management**. Bharti has been placed ahead of giants like Reliance, Wipro, Hindustan Lever, Ranbaxy, etc.

Bharti realigns Top Management

Anil Nayar is **Supervisory Director**, *Mobility Business, Corporate Office.*

P. H. Rao moves from the post of CEO, Southern Hub, Mobility Leaders (Tamil Nadu, Chennai, Kerala) as a **Corporate Director**. He will manage the environment for all the businesses of Bharti in the South.

P. Swaminathan takes over from P. H. Rao as **CEO**, Southern Hub, Mobility Leaders (Tamil Nadu, Chennai, Kerala). Earlier, he was CEO, Madhya Pradesh & Chhattisgarh, Basic Services (Touchtel) Operations.

Rohtash Mal, earlier CEO, Delhi, Basic Services (Touchtel) Operations, takes over from P. Swaminathan as **CEO**, Madhya Pradesh & Chhattisgarh, Basic Services (Touchtel) Operations.

Rajiv Kohli, earlier COO, Haryana, Basic Services (Touchtel) Operations, is now **CEO**, Basic Services (North) comprising Haryana & Delhi.



Bharti in the Black

Bharti Tele-Ventures announced its **First Quarter Results** with a +ve PAT of Rs. 31 crores (against a loss of Rs. 68 crores in the corresponding quarter last year), and representing a 20% increase over the last quarter.

Other figures are (as on 30th June, 2003):

- **Total Revenue – Rs. 1,036 crores (92% growth)**
- **EBITDA – Rs. 289 crores (109% growth)**
- **Cash Profit – Rs. 226 crores**
- **AirTel's Customer Base – 3.75 Million**
- **AirTel's Market Share – 24.8%**
- **Total Investments – over Rs. 10,000 crores**

The future looks bright and prosperous for Team Bharti!



Akhil Gupta explains the details of the **mega funding** to the press

Bharti set for Major Expansion

An incredible international funding of US\$ 315 million was orchestrated by Bharti Tele-Ventures early this year, for the huge expansion planned for its pan-India cellular operations, at very attractive costs. **Akhil Gupta** said, "This funding is not only a significant vote of confidence in Bharti's capabilities and strong management team, but is also a testimony to the true potential of the Indian Telecom market."

AirTel has also charted out a **Rs. 1200 crore aggressive roll-out** to cover 1100 towns by year-end, resulting in a 40% leap in Network Coverage, where **the network capacity is being scaled up to cater to 6.6 million customers.**

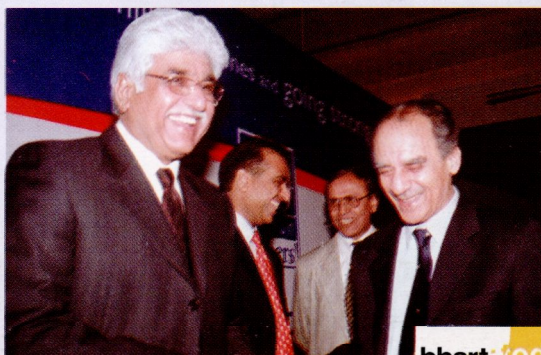
Teletech bags Telecom's Highest Accolades!

Bharti Teletech, India's top exporter of phones, and the **world's largest manufacturer of telephones** outside China, was awarded the **ESC (Electronics & Computer Software Export Promotion Council) Award (Non-SSI)** for achieving the highest exports in telecommunication equipment during 2001-02. It was presented by **Mr. Arun Shourie**, Hon'ble Minister for Communications & IT and Disinvestment, to **Rakesh Mittal**, at a glittering ceremony in New Delhi.



20 Million-strong and growing fast!

Team Beetel created history when it rolled out its 20 Millionth phone, making Bharti Teletech the **world's largest manufacturer of phones** outside China! At Hotel Imperial on 20th March, the landmark Beetel telephone was gifted to **Mr. Arun Shourie**, Hon'ble Minister for Communications & IT and Disinvestment. Bharti is **India's top exporter of phones**, offering a wide range of world-class, feature-rich marvels at affordable prices. Targeting the next 10 million phones by 2005, an **SMS-enabled landline phone** has been launched recently. A luncheon get-together was also organised at the Gurgaon unit to celebrate the path-breaking event.



Shouldering Social Responsibility. Preserving Intellectual Wealth.

Promoting Scholastic Excellence

The **Bharti Scholarship** for 2002-2003, was awarded to Mr. Raghuvir R. Naik, a student of *Goa Engineering College, Farmagudi*. Also in the picture below are, Mr. Shantanu P. Prabhudesai and Mr. Sagar B. Gaude, recipients of the 1999-2000 and 2001-2002 awards, respectively, along with Y. G. P. Raikar, COO, Bharti Teletech.



Making Rural children Computer Savvy

— With a view to promote computer literacy in primary, middle and high school children of rural India, Bharti is donating computers to schools. As the first step, 20 computers have been donated to such schools in Guna district of Madhya Pradesh, while 6 have been given to primary schools in Ludhiana.



A Classroom named

AirTel ??? — The construction of the new building of the Alliance Française de Delhi, a French educational & cultural centre, is being supported by Bharti Foundation, where one of the classrooms is being named **AirTel**.



Sunil Mittal presenting the Keynote Address, where **Christine Lagarde**, Chairperson – 33rd ISC-Symposium, and **Hisashi Owada**, Member of the Court, International Court of Justice, The Hague, shared the dias.

Where Students emulate Leaders

Varun Gupta, a *Bharti Scholar* from *IIM - Lucknow*, represented India at the **33rd International Students' Committee Symposium**, held in St. Gallen University, Switzerland, in May, where 250 students from across the world participated in the theme – **Seeking Responses in times of Uncertainty**. Sunil Mittal was the Keynote Speaker; Ratan Tata and other top bosses also addressed the august gathering.



Varun Gupta

The Bharti Pathshala

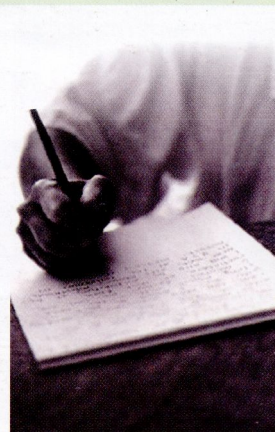
— **Literacy India**, a voluntary organisation working towards empowerment of underprivileged children through literacy, enables children to realise their true potential, and therefore, raise their self esteem. Bharti Foundation is supporting one of their projects named **Pathshala**.

A Bharti Library at IETE

— The Centre of Excellence for The Institution of Electronics & Engineers (IETE), a leading professional society for manpower development and advancement of electronics, telecommunications & IT, is observing its Golden Jubilee celebrations this year. Bharti, as a platinum sponsor, has donated Rs. 5 lakhs towards the creation of a **Bharti Library** in their upcoming Centre of Excellence.

Recognising the Brightest at

IIM, Ahmedabad — Bharti Foundation has instituted a **Bharti Scholarship**, which is awarded to one meritorious student of the most prestigious business school in India (IIM), with an amount of Rs. 50,000/-. For 2002-03, **Mr. Nitin Dahiya** was the deserving recipient.



The caring face of Mobility



Hearing Impaired people receiving the first **Welcome SMS** on handsets presented by AirTel as part of **Project ACE**

Chennai

AirTel Cares for Everyone (ACE)

Project ACE, AirTel Chennai's Corporate Social Responsibility Programme, took off with a bang, underlining the Company's care and concern for citizens of Chennai. The **Programme Charter** touches 4 social aspects – bringing mobile technology to all sections of society; propagating responsible usage of mobile phones in public places; ensuring safety while using mobile phone during driving and at petrol pumps; getting involved in the city's events & environment needs.

Kolkata

Empowering the Hearing-impaired

A special **Confidence Plan** was launched in Kolkata in May, wherein those with hearing disabilities could communicate using a special SMS-only connection.

Kolkata



AirTel gets people to talk Non-Stop

Anupam Verma, CMO, along with Ms. Amrita Sengupta, a leading celebrity from Kolkata, presented Mr. Sunil Kumar Pandey with Rs. 1 lakh worth of free talk-time, as part of the **Rs. 10 crore promotion**.

The promotion was well received by customers across India.



Manoj Kohli and Deepak Gulati unveil key initiatives on a national scale, including the launch of the **Nokia 3315 Handset Package** on post-paid connections

Breaking Barriers. Setting Records.

It was an Annual Sales Conference with a *difference!* Kolkata's entire Sales Team and Channel Partners recently met at Raichak to felicitate achievers and share their vision. Everybody left supercharged to achieve new breakthroughs.



The entire Sales Team at the **Annual Sales Conference** held in Raichak

Mobility units celebrate every moment



Sunil Mittal getting ready to plant a Rudraksh sapling to inaugurate **Greens**

Anybody Moved any Cheese lately?

Designed to make one welcome change with an open mind, the famous book – **Who Moved My Cheese?** – was the subject of discussion at an interactive session for AirTel employees in Punjab, conducted by Dr. R. L. Bhatia, CEO, Centre for Change Management.



Ek lakh rupaiya ka bol — P. Swaminathan, CEO, Southern Hub, hands over the prize of Rs. 1 lakh of talk-time to Mr. Jaykumar Lawrence, an AirTel Magic customer in Chennai... now he's just talking nonstop!!

Northern Region

Going Green

Creating a place where team members can get close to nature and rejuvenate themselves, **Greens** is an in-house nursery in Chandigarh, offering 45 varieties of exotic flowers and herbs, besides 35 varieties of potted green plants.

Sunil Mittal planted a **Rudraksh sapling** to inaugurate Greens – a *breath of fresh air* – thereby saving up to Rs. 17,500 incurred monthly against the purchase of flowers for internal use.

Run for Peace Marathon

In Chandigarh, AirTel organised a peace run in association with The Tribune newspaper. **Vinod Sawhny** flagged off the over 500 participants, of which 400 were enthusiastic children. They inspired everyone by passing along a message of peace, love and understanding.



Southern Hub

Mobility & Infotel become ONE!

In a rare and cherished event in May, a **Joint Employee Communication Forum of all the Bharti Group Companies** in Chennai was chaired by Rajan Mittal, where employees of Mobility & Infotel came together under one roof for the first time. Akhil Gupta, JMD, Manoj Kohli, President, Mobility, P. H. Rao, Corporate Director, BTVL, K. Krishnan, CEO, Basic Services (South) and P. Swaminathan, CEO, Mobility (Southern Hub), were present. Both the JMDs addressed the unique gathering and fielded questions and concerns of the employees.



Back to Nature for Better Teamwork

An **Outbound Training Programme** was organised with Snow Leopard Adventures, where cross functional teams got an opportunity to unwind under increased levels of trust, openness and communication, while reinforcing the importance of effective teamwork.

Activities at the fun-filled outing at **Camp Panther**, Shivpuri (near Rishikesh), included *River Rafting, Rapelling, Day Hikes, Beach Games*, and more!

Deploying HR as a Corporate Strategy

AirTel, in association with the University Business School, Chandigarh, organised an **HR Meet 2003 – HR Professionals : Challenges & Responses**, at the ICSSR Complex, Panjab University, Chandigarh, which was attended by over 70 HR professionals from across the country.

Vinod Sawhny, CEO, Bharti Mobile, Northern Region, gave the inaugural address, while **Jagdeep Khandpur**, Director - HR, Bharti Tele-Ventures, gave an exciting and informative talk on **Nurturing Values & Ethics – Role in HR**. **Harshvendra Soin**, GM - HR, Bharti Mobile, Northern Region, spoke on the main theme at the meet. A panel of noted HR luminaries from India's foremost corporate houses participated in the meet.



Intrepid River Rafters in full gear at **Camp Panther**, during the **Outbound Training Programme**



Jagdeep Khandpur at the **HR Meet 2003**



Western Region

AirTel launches India's First Pre-paid card with pre-activated International Roaming

Manoj Kohli and Inder Bajaj did the honours at a glittering **AirTel Magic International Roaming** launch ceremony in Pune. Inder Bajaj said, "This facility will redefine standards in the pre-paid segment and strengthen AirTel Magic's perception as India's most innovative and customer friendly brand."



Telecom Seychelles

It has to be Magic – India's preferred Pre-paid connection has been newly introduced in Seychelles, positioned as the obvious choice with the credo – **It has to be Magic** – generating interest and acceptance across the board. Infusing *Innovation, Energy and Friendliness* into its brand appeal, Magic is well on the way to becoming an **available almost everywhere** product.

World's Most Advanced PABX – The MD110 PABX was recently commissioned for the Public Utilities Corporation in Seychelles. This system will offer stiff competition to the much-hyped Cable & Wireless ISDN network.

Bharti Telenet surging across all fronts

Delhi

A Very Special Day

4th March marked the anniversary of Touchtel's launch in Delhi, and was celebrated with much fanfare at the office, with cake cutting, balloons, flowers, on-line wishes, plus a scrumptious lunch for everyone. A party for all employees and their families followed, which saw the theme

Colours (since *Holi* was just around the corner) being embodied by one and all. Sunil Mittal and Badri Agarwal congratulated the Team on the successful completion of 1 year of operations.

Sadak ki Googly — Street Cricket is magical, and it was experienced first hand during a special tournament organised by the NGO, **Chetna**, and co-sponsored by Touchtel in Delhi. It was truly heartwarming to see the children's faces light up in joy.



Six Sigma – a way of life

World-class Quality is imperative and needs to be implemented in every single process. In this view, a workshop was organised by the *National Institute of Quality Management* on the **How & What of Six Sigma**, where many experts of the industry and **Vikas Gujral**, Head – Quality & Knowledge Management, Basic Services (North), shared their perspective with the Team.



Badri Agarwal and **Mr. Vinod Vaish**, Secretary, DoT, at the launch of **6 Sigma** at Basic Services (North) & Bharti Broadband Networks



Northern Region

Touchtel – North touches the 1 Lakh mark

Touchtel, which provides fixed line services in the Northern Region, comprising Delhi & Haryana Circles, has added one more feather to its cap, by becoming the first private basic service operator to register 100,000 customers within a record 18 months.

Rajiv Kohli, CEO, Basic Services (North) said, "The achievement in a record 18 months, reiterates our commitment to make telecommunications a way of life."

Kudos to the Basic Services (North) Team!!

Sunil Mittal, **Badri Agarwal** and **Rajiv Kohli**, cut a cake to celebrate the 1 lakh mark



Karnataka

A Golden First Anniversary – The venue for Touchtel's First Birthday took place at the Golden Palms, Bangalore, where games, cultural programmes and dancing were enjoyed by all employees along with their families.



Prem Pradeep cuts a cake to commemorate Touchtel's First Anniversary in Bangalore

Tamil Nadu

1 Year of Operations completed – On 3rd April, Basic Services celebrated its First Anniversary. During the year a superlative network and excellence in quality of service was acheived.

Hunting for Treasure, the HR way – An exciting Treasure Hunt was organised for employees, where the winners took 3 hrs. 45 mins. and had to drive 42 kms. to find the treasure of **gold coins**.



Badri Agarwal making a scintillating presentation to Team Touchtel, Tamil Nadu, highlighting Bharti's significant achievements

That's the Community Spirit!

Fighting Cancer – each employee of the Tamil Nadu Touchtel team has contributed towards the purchase of surgical equipment at the Cancer Institute, while the Management matched the amount.



Giving our life blood – all employees volunteer to donate blood to the Jeevan Blood Bank, regularly.

Harvesting rain water – Basic Services-TN was given exclusive permission to develop percolation pits at various locations across the city, both corporate and residential.



MP & Chhattisgarh



MP & Chhattisgarh Circle salutes the Champions of Bharti Values.
The manner in which the Team has practised the principles of ethics in their daily lives, embodies the true spirit of Bharti... caring, professional and efficient, all at the same time.

Here's to your Health!

Bharti Healthcare

Vendors Get Together — Bharti Healthcare's IVth Vendor Meet in April, saw all present and prospective vendors of Raw Materials, Production Consumables and Packaging Material Manufacturers come together to discuss commercial and technical issues at Daruhera, and to chart out future action plans. A. C. Srivastava and Deepak Bhatia, along with various Heads of Departments, were amongst the participants.



Rakesh Mittal with the BHL Team in an **Open Forum**, and the trophies won for last year's remarkable performance by BHL, where he announced that BHL would also be a contender for the **Vice Chairman's Trophy for Best HR Practices**, and the **Quality Improvement Trophy**.

The Softer Side of Success!

Bharti Telesoft

First Success from the Middle East — Jordan's leading ASP, Next Generation Technologies (NGT), has opted for Bharti Telesoft's (BTSL) SMS Message Management Infrastructure.

Ghana Gateway — SCANCOM Ghana signed up for the USSD Gateway trial at their network in Uganda, for one month.

HR gets Digitised — An electronic HR Helpdesk has been implemented, designed to speed up HR processes.

Blood Donation Camp — a Blood Donation camp was organised where over 90 employees participated, selflessly giving to those in need.



Manufacturing@fullthrottle

Ludhiana Unit's Annual Day

— In April, Employees and their families participated in Drawing Competitions, Sports Events, Shri Akhand Path, Cultural Programmes, etc., to celebrate Annual Day. Prizes for best performances were given to deserving winners.

The Emerald Shines —

Mauritius Telecom has ordered **100 K phones**, of the **Emerald** model! This huge order is the second from the emerald isle, strongly underlining the reliability of Beetel phones.



Our Chinese Partners at a Value Partners' Meet in Shanghai, where key business was discussed and steps were initiated towards sustaining *Bharti's Vision of Excellence*



Beetel Distributors meet at Goa —

Beetel's Annual All-India Distributor Conference was held at Fort Aguada Beach Resort, Goa, with an exciting theme — **Operation Market Storm - 2 million this year**. Rakesh Mittal powered an inspiring launch and Pawan Kapur addressed the enthusiastic gathering.

An Award Ceremony was organised to felicitate achievers of 2001-02. The 2-day experience rejuvenated Channel Partners, who left with memories and determination to achieve the target of 2 Million phones this year.

Bharti & TeleTech (USA) announce a new JV – TeleTech Services



Standing (left to right) Mr. David Figgat, MD, India and Phillipines, TeleTech Holdings, Inc., Sanjay Kapoor, Sunil Mittal, Mr. Garth Howard, President and General Manager-North, TeleTech Holdings, Inc., Rakesh Mittal and Mr. Michael Foss, Executive Vice President (Business Development) TeleTech Holdings, Inc.

Bharti announces a Joint Venture with TeleTech Holdings (USA) to provide Customer Management Solutions. The 50:50 JV is named **TeleTech Services (India) Private Limited**, commonly known as TeleTech India. On offer will be the entire spectrum of BPO services, from Back Office Administration, to Sales & Marketing, along with a provision of Infrastructure Support Services. **Sanjay Kapoor** will lead the team as President & CEO.

Golden Accolades from the government



The **Golden Peacock** Innovative Product / Services award in the Telecommunications sector was received by Y. G. P. Raikar and Ramani Kumar from the Hon'ble Minister for Labour, Mr. Sahib Singh Verma, on behalf of Bharti Teletech.

Bharti at the Bloomberg CEO Meet



Akhil Gupta recently addressed CEOs / CIOs of Mutual Funds on the Developments and Challenges facing the Telecom industry, at a luncheon organised by Bloomberg, one of the world's largest news wire service providers.

Seen in the picture are (left to right) Akhil Gupta with Mr. G. V. Prasad, CEO, Dr. Reddy's Laboratories, Mr. Peter Grauer, Chairman, Bloomberg, and Mr. N. Nilekani, CEO, Infosys

The 1 Million Hat-trick!



Bharti Systel, Ludhiana Unit, despatched 1 million phones in a year, for the third successive year, when Rakesh Mittal sent off the millionth phone in an export consignment to Germany on 27th February.

Bharti's Exceptional Contributors

Through the performance management system of the Company, these employees were identified as Exceptional Contributors for the year 2002-03.

We value their contribution, and this is our way of recognising their undying efforts.



Bharti Broadband Networks

Ajit Kumar Sastry
Avinash Deepak
Gaurav Sharma
Harvinder Singh
LB Prasad
Najib Khan
Pawan Kaushal
Subhash Chandra Bose
Swaraj Barua
Y. Sita Ram Sarma

Bharti Cellular, Chennai

Andrew Koman
Balaji B
Deepalakshmi R
Ganesh Raj P
Lakshmikanth K
Prem Emerald Anand
Rajaram S
Rajendran G
Ranganathan M
Sasikumar G
Srinath N
Vairam V
Venkat Suresh

Bharti Cellular, Delhi

Aditi Arora
Amit Kumar Kapoor
C Anil Kumar
Gurmeet Singh Sahni
James Andrej Tellis
Lalit Mohan Sharma
Nishikant Verma
Nitin Mishra
Rajiv Arora
Sanjay Tiku
Sanjive Sethi
Shahab Rizvi
Sheel Sarin
Sonia Bharadwaj
Sudha Bhadauria
Sunil Kumar Dhar
V P Sharma
Vidur Rattan
Vijay Kumar Goyal

Bharti Cellular, Gujarat

Anmol Chansarkar
Ashutosh Ganage
Edwin Everett
Harsh Bhatia
Smita Gonsalves
Vijay Yadav

Bharti Cellular, Karnataka

Amruth Kumar
Atif Ahmed Shakir
Dexter Daniel
John Martin Ruben A
Mark Theodore Tavares
Maruthan Gopinathan
Poovanna K T
Rajendra M
Shetteppanavar

Satkeerthi M
Savitha Nanjappa
Selvam K
Sheraz M Marker
Sreenath Reddy H
Sudeep Raj P
Sunitha N Shroff
Vinston Samuel J
Yolanda Alweyn

Bharti Cellular, Kerala

Anup John
Bindu Gopal
Danesh Paul Bansal
N Padmesh
Sam Zachariah Thomas
Sreekumar S
Surej K Hassan

Bharti Cellular, Kolkata

Abhijit Kishore
Anirban Sinha
Arijit Mitra
Asit Kumar De
Biplab Bhattacharya
Dipankar Majumdar
Kallol Saha
Manohar Venugopal
PV Mukundan
Siddharth Khaitan
Sourav Biswas
Subrata Mondal

Bharti Cellular, Madhya Pradesh

Ajay Jain
Jaya Panwar
Raju Thomas

Bharti Cellular, Maharashtra & Goa

Abrarali Dalal
Anadi Agnihotri
Atul Walankikar
Indu Bhandari
K P Singh
Rajesh Agarwal
Sachin Menon
Satyajit B
UdayChandrika Mudliyar

Bharti Cellular, Mumbai

Amit Mittal
Arvind Kumar
Jayesh Nadkar
Laxman Kolhe
Manoj Rawat
Mhmd. Reza Naheed
P Padmanabhan
Rachna Jain
Sachin Vakil
Sagar Sudhir Dindore
Sandeep Gupte
Satian Nair
Shailendra Singh

Bharti Cellular, Northern Region

Amarjeet Singh
Arun Sharma
Aswani Shukla
Dharmender Khajuria
Dinesh Kumar Lakhanpal
Harshvendra Soin
Hartaj Dosanjh
Kumar Vikram
Manav Deep Mianwal
Mandeep Bhatia
Manjit Singh
Manu Dua
Mukesh Singla
Munish Sharma
Pankaj Virmani
Prashant Bhatnagar
Rajnish Baweja
Randeep Singh Sekhon
Sandeep Sehgal
Umang Jindal
Vinod Sawhny

Bharti Cellular, Tamil Nadu

Nandhakumar R
Prakash S
Sivaselvan T
Suresh Kumar B

Bharti Mobile, Andhra Pradesh

Chandra Venkata Reddy
Kanakaraju J C
Prithima M
Rambabu
Shailendra Singh

Bharti Mobile, Karnataka

G.Vaidyanthan
Mohammad Aasim Alvi
Mothashim Siddiqui
Naveen Raj
R.Dilip
S Shivakumar
S. Saravanan
Samarjit Mohanty
Shiben Das
V. Umesh

Bharti Telenet, Madhya Pradesh

Ajay Nayak
Amrita Shalia
Anil Rai
Arun G Nair
Ashok Pandey
Bhanu P Singh Chauhan
Bhaskar Das Sharma
Bhuveshwar S Chouhan
Deepak Sethi
Deepak Sharma
Kamal Gautam
Kamala Kanta Mahakul
Madhavi Singh
Manish Dixit
Mukesh Chaplot
Munesh Kumar Dwivedi
Nishant Vishwakarma

Nitin Joshi
P Swaminathan
Prabhu Prasad Dash
Prateek Goel
Praveen Dane
Rajesh Kumar Nema
Ramu Mate
Ravindra Kr. Mishra
Richa Singh
Sanjay Bansal
Sanjay Bhutani
Shailendra Singh
Shinu Mithai
Sunil Bothra
Vikash Kapoor
Vishal Dubey
Vivek Pawecha

Bharti Telenet, North

Ajay Agarwal
Ajay Mahajan
Ajay Walia
Aman Lal
Ankur Jain
Antony Jose
April Xavier
C K Sharma
Davinder Singh
Gurmeet Signh Sandhu
Jagdeep Sethi
John William
K.S.Bakshi
Kunal Bhalla
Mohan Lal Sharma
Nagarmal Bhutra
Nitin Singhal
PD Sharma
Pramod Singh Bisht
Rachit Mathur
Rahul Khanna
Rajiv Kohli
Rajiv Mehrotra
Rajnish Verma
Ravi Shankar
Sachin Das
Sachin Deshpande
Sachin Makkar
Samit Mishra
Sandeep Arora
Siddharth Shrivastava
Sona Baid
Vikas Gujral
Vishal Aggarwal

Bharti Telenet, Tamil Nadu

Antony Jebastine
D Vinyaagam
Deepak Pande
Harsha Murthy
Jayaseelan
Ramanan Ranganathan
S Yogesh
Vidya V

Bharti Telesonic

Avinash Shekhar
B M Dhananjaya
Balamurugan P
D Senthil Kumar

Dilip Kumar Sharma
Gyandev Choudhary
Irfan Attar
K Ram Mohan
Manish Kumar Agarwal
R Subramanian
Rajan Anand
Rajesh Agarwal
Rajiv Kumar Malhotra
Ram Asare Yadav
Ravi Kumar Pattamatta
S Ujval
Sandeep Bhatia
Shrikant Kulkarni
V Seetharaman
Vivek Madan

Corporate Office

Amit Khera
Anand Raj Dugar
Anil Kumar C
Bhavna Bhaskar
Jagdeep Khandpur
Jai Menon
Narender Gupta
Radhika Krishna
Rajeev Kumar V
Ravi Kaushal
Sachin Kapoor
Sonal Kapasi
Sunil K Goyal
Tarun Chitkara
Tirath Mehta
Vishal Verma

President's Office, Infotel

Amit Chauhan
Anuj Kr. Gupta
Arun Hariharan
Ashish Thapar
Badri Agarwal
Gautam Sehgal
Jagbir Singh
Jagdeep Sethi
Kanchan Chehal
Kapil Budhiraja
Manish Gupta
Manoj Paul
Meeta Kalra
Pankaj Kalra
Shamik Das
Shyam Prabhakar Mardikar
Vishal Gupta

President's Office, Mobility

Anil Kumar Raina
Col VS Rawat
GR Venkatesh
Honey Madan
J Sugumaran
Rajeev Chawla
Rakesh Phanda
Vinny Puri

Last Year's Exceptional Contributors

Vivek Khanna
Jagbir Singh
Shamik Das

Managers with a Gallup score in the 96 percentile plus band

These are the employees whose **Workplace Management Scorecard** has a score in the 96 percentile plus band. This implies that the engagement levels of their teams are extremely high; i.e. their teams have productive members who are psychologically committed to a role in the organisation, in which they use their talents. These employees help organisations develop a positive, nurturing & productive workplace that cultivates employees' talents.

As per Gallup, their scores are globally significant, which implies that their Team Management as well as People Management skills are extremely good. These employees have a workforce that is highly engaged, satisfied and loyal to the organisation. Their performance-related workplace needs are met and hence they are more productive, and enable the creation of satisfied customers. Their teams have a higher probability to impact key business outcomes such as per person productivity, employee retention, profitability and customer satisfaction. These 96% percentile plus employees are generating highly engaged teams and are hence appreciated.



NAME	CIRCLE	NAME	CIRCLE
Broadband Networks		Bharti Telenet	
Ashima Barman		Mohan Lal Sharma	Delhi
Ashok Juneja		Ruchir Srivastava	Delhi
K B Rajendran		Vineet Bharadwaj	Delhi
K S Manjunath		Ajay Mahajan	Haryana
Pradeep Kumar S		Maninder Singh	Haryana
Rajiv Sharma		N Raheja	Haryana
Bharti Cellular		Pawan K. Duggal	Haryana
Sanjay Nandrajog	Delhi & UP West	Rajeev Kohli	Haryana
Sunil Mishra	Gujarat	Sanjay Bahl	Haryana
Abhijit Pal	Kolkata	Siddhart Shrivastav	Haryana
Asit Kr. De	Kolkata	Sukesh Jain	Haryana
Deepak Gulati	Kolkata	V K Tanwar	Haryana
Gautam Sil	Kolkata	Prem Pradeep	Karnataka
Suman Kar Gupta	Kolkata	Rajneesh Taneja	Karnataka
Dinesh Gulati	Maharashtra & Goa	Manoj Suri	MP
Sharad Gupta	Maharashtra & Goa	Pramod Agarwal	MP
Narender Singh	MP & Chattisgarh	Rakesh Shalla	MP
Sunil Gosavi	MP & Chattisgarh	Sandeep Garg	MP
Ajeya Raj Rajan	Northern Region	Sandipan Chakraborty	MP
Arun Vohra	Northern Region	Shailendra Singh	MP
B S Jolly	Northern Region	Zaheer T. Wykes	MP
Deepak Bhatia	Northern Region	M S Ravichandran	Tamil Nadu
Dharminder Khajuria	Northern Region	Raman Kumar	Tamil Nadu
Harshvendra Soin	Northern Region	Bharti Telesonic	
Joydeep Roy Choudhry	Northern Region	M K Baghel	
Mandeep Bhatia	Northern Region	N Bhaskar	
Munish Kanotra	Northern Region	Ramamurthy Kolluri	
Munish Nagpal	Northern Region	Ravi Kumar Pattamatta	
Sanjay Kotha	Northern Region	V Seetharaman	
Satyan Jaggi	Northern Region	Corporate Office	
Tarun Soni	Northern Region	Anupama Khanna	
Vinod Sawhny	Northern Region	Jagdeep Khandpur	
Vinod Sud	Northern Region	Sunil Goyal	
Kumar V	Tamil Nadu	President's Office Infotel Leaders	
Manoj G	Tamil Nadu	Jagbir Singh	
Bharti Mobile		THE GALLUP ORGANIZATION	
Sujith Kumar	AP		
Alfred Mexin	Chennai		
Gopinath S Manian	Chennai		
Harikrishnan R	Chennai		
Jayashankar.R	Chennai		
R D M Pandian	Chennai		
Raja Ram Kamath	Chennai		
Sindhu C Manohar	Chennai		
Stephen Kishore	Chennai		
K Vijayaraghavan	Karnataka		
Venkat Ramana Ram	Karnataka		

In order to streamline the gathering of news, and to make **Bharti Today** even more vibrant, we have appointed a number of correspondents from each unit. They will be responsible for forwarding all inputs to Corporate Communications : **Mobility** – N. Srikant (AP), Chandrajit Pati (KK), T. R. Kashyap (Southern Hub - TN, Chennai, Kerala), Pawas Anand (North Central Region - Delhi & UP West), Pankaj Agarwal (Gujarat), Shweta Gajaria & Anurag Jain (Northern Region - Punjab, Haryana & HP), Shalini Gupta (Kolkata). **Infotel** – Vikaram Malhotra (Northern Region - Delhi & Haryana), Sumathi Krishnan (TN), Hemlata Sharma (MP & Chhattisgarh). **Bharti Telesonic** – Altrash Aman. **Bharti Telesoft** – Anup Gomes. **Bharti Teletech, Bharti Systel, Goa Telecom** – Kavitha Singh. **TeleTech Services** – Ravi Sondhi. **Telecom Seychelles** – Sona Puri. **Bharti Healthcare** – Smita Bedi. **Bharti Foundation** – Biju Sebastian. **Corporate Office** – A. V. K. Raju.

EDITOR

bharti today 21

One in a Million City. 1 Million Customers in Delhi!

AirTel Thanks Delhi for the historic achievement



Sunil Mittal congratulates Team AirTel, Delhi, on creating history. The journey doesn't stop here... the sights are set for 2 million!



Rajan Mittal presented the Mega Prize – a **Mercedes** – to Mr. Khairati Lal, the Bumper Prize – a **Trip to Australia** – to Mr. Sanjeev Kapoor, and a **Santro** to Mr. Uday Bhan, as part of the **Rewarding Relationships Programme**



Ms. Priya Tripathi, AirTel Delhi's 1 Millionth customer, is felicitated by Sunil Mittal and Sanjay Nandrajog

Employees of **AirTel – Delhi**, celebrated the remarkable achievement of **1 Million Customers in Delhi** at a gala dance party, where **Daler Mehndi** got everybody even more charged with his *balle balle* foot-tapping numbers.

Sunil Mittal, Manoj Kohli and Sanjay Nandrajog are certain that the 2 Million mark is not far away, and everybody is now supercharged to achieve it.

To further mark this occasion, Bharti announced the first ever **Rewarding**

Relationships Programme undertaken by any cellular service provider across the nation, with never-before prizes up for grabs.

Sunil Mittal said, "Our journey to leadership started in Delhi and we have proved that a company with dreams and passion can make a difference."

According to Sanjay Nandrajog, Delhi has an immense potential for growth, and AirTel, as a market leader, is all geared up to match this boom.

Rajan Mittal made Mr. Khairati Lal Saini's day, by presenting him the **Mega Prize** on 11th June – a gleaming **Mercedes C 180**, the ultimate in luxury & engineering, perhaps one of the most expensive prizes in the history of the industry.

Mr. Sanjeev Kapoor won the **Bumper Prize**, an **all-expenses-paid trip to Australia**, while 50,000 other lucky winners and **Priya Tripathi**, the one millionth customer, also came up trumps.



Best Wishes to achieve the **2 Million** mark



Daler Mehndi pepped up everybody in the 1 Million Customers' celebrations, with his lively numbers