

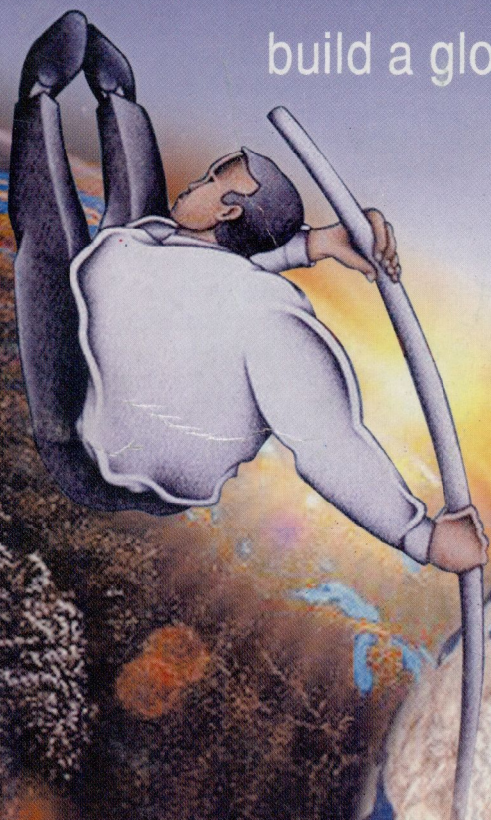
The in-house magazine of Bharti Enterprises

# bharti today

Vol. 8, Issue 3, 2004

## The Great Leap Forward

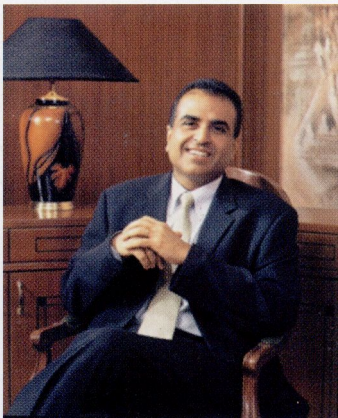
Bharti's all-encompassing strategy to build a globally-admired organisation



### Highlights

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**bharti**

## Chairman's message to Team Bharti

Dear Friends,

### How does a strong vision build a great organisation?

The Vision Statement of an organisation is a manifestation of the inherent purpose of its being. Coupled with commitment and grit to get there, a vision can enable alignment of organisational resources for movement in the desired direction. A vision is a visualisation of what the organisation wants to become, and should resonate amongst all its employees. It stretches the organisation's capabilities, giving shape and direction to the future.

Bharti's vision is **'to be globally admired for telecom services that delight customers'**... a vision that we all will live up to... a vision that we will achieve. Our purpose is to build a telecom company, which is recognised to be amongst the best in the world for the quality of its services. Every action and each initiative should aim to meet or exceed customers' expectations. Bharti should be seen as an organisation with which customers, business associates and the community, are proud to be associated with, and where employees eagerly look forward to return to work on a Monday morning. Our vision since our inception has been to create a unique company, truly global in terms of ability to set standards in various areas, especially customer services. Our vision paves the growth path of the organisation. We shall be a force to reckon with in the telecom industry, globally.

We will make Bharti a truly global company in terms of size, service delivery and processes. Our customer base will expand to more than 25 million in a few years, which will put us amongst the top 20 telecom companies in the world. We have to work on creating a strong process orientation, and build an institution which can ensure that this transition in scale is successfully handled.

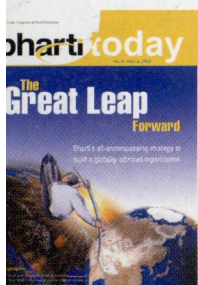
When I look back at our journey, I feel we have come a long way, but we still have a long road ahead... we cannot get complacent. **"Scaling up"** is the biggest challenge. Achieving is important, but sustaining the position and enhancing it is even more so. It is a challenge to together institutionalise a company that has grown rapidly since 1995. Today we are a US \$ 1 Bn company and together we must make it a US \$ 10 Bn company by 2010.

My objectives for Bharti are :

- To be the leader in customer service by 2006.
- To be the leader in telecom revenue by 2010.
- To be amongst the top 10 brands in India by 2008.
- To be amongst the 10 best employers by 2006.
- To continue to be amongst the top 10 companies in market capitalisation.

I depend on each one of you to make this happen. Together we can achieve it and take Bharti to greater heights.

Best wishes,  
Sunil Bharti Mittal





The Great Leap Forward

A globally admired company by consensus, would be one which is rooted in a set of timeless core values, that exists for a purpose beyond just making money, and that stands the test of time by the virtue of its ability to continually renew itself from within. Team Bharti is all geared up and we are putting our best foot forward in our bid to realise the vision of '**Bharti being a globally admired company that delights customers.**'

To achieve this vision, we would need to and we will be focusing on the following :



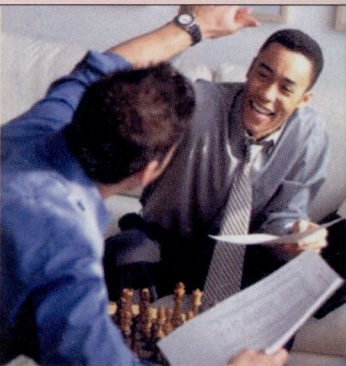
Customer Service

Customers evaluate us at every step... when they make or receive calls, or when they meet with other users of mobile telephones, or when they meet a representative of the service provider. We need to ensure that, at each of those moments of truth, we meet the expectations of our customers. The customers evaluate us not on what we did yesterday, but based on their last experience. There is no way we can afford to be wanting in our endeavours and delivery.

When dealing with a large customer base like ours, well-designed processes are the only way to ensure that we are equipped to handle various situations. At our disposal is the capability of IT... it is possible to access, analyse and act on information on just a mouse click. We need to leverage IT and enable our people to utilise it effectively.

Employee Empowerment

Our people are our main assets and it is only through them that we can achieve our Vision. It is therefore imperative, that we not only recruit the best talent, but also continuously train and upgrade skills & learning, to ensure that we are able to sustain our competitive edge. While we need to ensure that we select people who have passion for service and working in teams, the onus is on us to train our manpower resources adequately and upgrade their skills from time to time by creating an environment which encourages learning and growth. We have no problems if people make mistakes, as long as they learn from it. The organisation will ensure that there is no discrimination whatsoever and that all will have equal opportunities for growth and development. We will achieve this by ensuring transparency in our policies and by encouraging debate on various issues. We strongly believe that, what is good for the individual, will be good for the organisation.



Innovative Products and Services

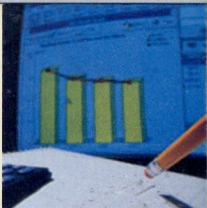
Technology has revolutionised our lives. A handheld computer today enables us to communicate with billions, and also process data simultaneously. Computers, mobile telephones and other technologies have given us the luxury to design our own little corners. Companies globally, are working to ensure that a customer uses more of their services than that of others, because the more the number of services customers use, the closer a company comes to them, ensuring lasting relationships. We need to therefore, continuously identify the changing needs of our customers and ensure that we offer new services to meet these needs, before any of our competitors do.



Cost Efficiency

In an environment as competitive as ours, cost optimisation is the key. As such, our focus will be to procure the most appropriate technology and equipment from world-class companies, such as Ericsson, Nokia, Siemens, IBM and other world leaders. Our aim is not to cut on costs in areas which burn fat as well as muscle in the system; instead costs which are optimised should always go towards recycling back to the Company for its growth.

It is this strategic approach that has been broadly defined to help us accomplish *Bharti's Mission* and its drive towards its *Vision*.







Deepak Mehrotra receiving the 'Asian Mobile Operator of the Year' Award on behalf of Airtel

## Sunil Mittal is the Frost & Sullivan CEO of the Year

Sunil Mittal was recently adjudged **CEO of the Year**, as part of the *Asia Pacific Technology Awards 2004* by Frost & Sullivan. The Award recognises outstanding performance by companies in the Asia Pacific region, in the Information & Communication Technology industry. Yet another accolade, adding to the plethora of awards received by Sunil over the years.

The *Frost & Sullivan* awards are decided by an august panel of judges based on actual market performances, like revenue growth, market share, market share growth and demonstrated leadership in product and service innovation.

## The Leader says Bharti Leads

Every step Bharti takes is aimed at achieving one goal... to be globally admired. And when our actions are vindicated, we know we are well on our way to being a favourite across the world.

Bharti Tele-Ventures was recently voted **Asian MobileNews Mobile Operator of the year** in India and the subcontinent, by **Asian MobileNews**, a leading publication on mobile telephony in Asia, and part of the Charlton Media group based in Singapore.

The award recognises outstanding performances by companies in Asia, in the mobile service industry.



## When World Leaders come together...

### The Bharti-Nokia Partnership

It's yet another big step for Bharti! The *Bharti-Nokia Agreement* was orchestrated to significantly enhance the networks in Bharti's three existing circles of Mumbai, Maharashtra (including Goa) and

Gujarat and two new circles of Bihar (including Jharkhand) and Orissa. Designed to provide a major boost in Coverage and Service by utilising world-class, state-of-the-art technologies, Nokia is supplying, managing, maintaining and providing quality assurance on the basis of **Capacity on Demand & Pay as you Grow**, translating to congestion-free networks for the benefit of over 1 million existing Airtel customers. The 3-year agreement is valued at US \$ 275 Mn, and enables Bharti the freedom and flexibility to focus on its customers, while leaving network management to the experts.

### The Bharti-Siemens Cutting-Edge

It's a further cementing of a decade-old relationship! The *Bharti-Siemens Agreement* provides a huge leap forward across the three circles of Kolkata, Madhya Pradesh and West Bengal. It is designed to provide a major boost to Coverage and Service, while providing world-class, state-of-the-art technology. Siemens is supplying, managing, maintaining and providing quality assurance on the basis of **Capacity on Demand & Pay as you Grow**, translating to congestion-free networks for the benefit of over 5 lakh existing Airtel customers. The path-breaking 3-year partnership is valued at US \$ 50 Mn!



Mr. Urs Pennanen, Vice President, OS Marketing & Sales, Operations Solutions, Nokia Networks, and Viresh Dayal sign the MoU. Also seen in the background are Mr. Ashish Choudhary, Country Head, India and South Asia, Networks, Nokia, Manoj Kohli and Don Price







Anil Nayar, Rajiv Mehrotra and Sunil Mittal in Jaipur to announce the integration of **Hexacom** with Bharti

## Airtel goes full steam ahead in Rajasthan

In an all-out aggro expansion plan, Bharti is spreading its wings across all areas of the desert state. Having recently taken over **Hexacom**, the number one mobile service of Rajasthan, Bharti **launched its Airtel brand, invested Rs. 200 crore** and **doubled its customer base** to cover over 150 towns... *it's all happening in Rajasthan!* To augment the infrastructure, the existing Mobile Switching Centres (MSCs) were upgraded and two new MSCs were deployed in a swanky new office complex.

This landmark brings Bharti a step closer to acquire a national footprint across all 23 telecom circles, covering all key destinations in the country.

## An Enterprising Foray

Bharti announced a strategic initiative aimed at leveraging the Data & Broadband Group's (D&BG) unique business capabilities and strengthening focus in the corporate account segment. The initiative involved the merger of D&BG with the key corporate account functions of Mobility and Fixed Line, creating a new SBU – **Enterprise Business**, a part of Bharti Infotel Limited. It is headed by Dr. Jai Menon as its Joint President (reporting to Badri Agarwal), with Rajiv Sharma as CEO.

The new endeavour synergises and provides all products and services through a single window, while focusing on building strong IT & Technology partners to deliver comprehensive solutions. **Enterprise Business** leads Bharti's foray in providing cutting-edge technology through a host of solutions and world-class integrated products, leading India into the information age. **This division will serve large corporates as a one-stop-shop for all their telecom needs.**



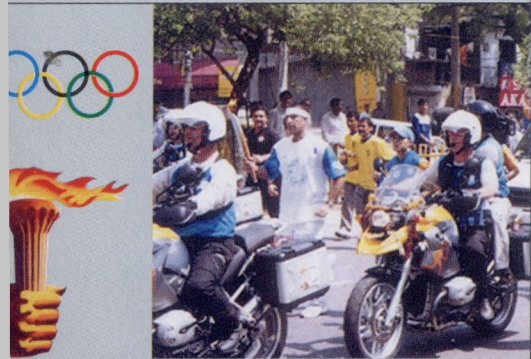
Badri Agarwal



Dr. Jai Menon



Rajiv Sharma



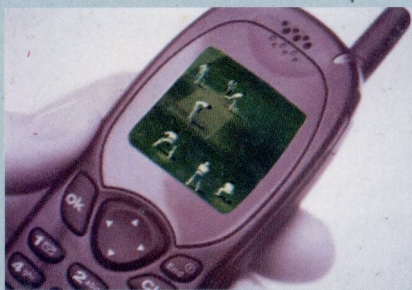
Rajan Mittal holds aloft the Olympic Torch, doing Bharti and India proud indeed!

## Rajan runs with the Olympic Torch

Joining 105 eminent personalities from different walks of life, Rajan Mittal was the seventh Olympic Torchbearer, in the Delhi Chapter of the **Olympic Torch Relay**, having carried it from the Adchini traffic light to the NCERT building, a distance of 300 metres. Rajan later said, *"It is an honour to carry the Olympic Torch and it has been an experience of a lifetime."*

The Olympic Torch moved on to Cairo after its stint in Delhi, having left Greece on 25th March, 2004. It traversed the world for 35 days, visiting 33 cities across 26 countries.





## Everybody deserves an EDGE

An Enhanced Data Rate for Global Evolution (EDGE) is the new mantra for Airtel across India. This state-of-the-art innovation is being deployed in 14 cities of the country, due to be completed by end-2004. Offering data transfer speeds of up to 200 kbps, with crystal-clear video streaming, foot-tapping music and express file transfers, picture downloads, e-mail with attachment, multi-player gaming, customers can now enjoy a lot more than the other Airtel Live services. Best of all, you can watch **live TV on your mobile** with the Airtel EDGE network.



Rajan Mittal and Don Price at the launch of EDGE in Punjab



Mr. Jonathan Kim – VP, Global Marketing Division, WiderThan.com and Atul Bindal at the **Hello Tunes** launch

## Add some music to your callers' ears

Wow! It's a musical extravaganza like never before! Imagine the musical surprise awaiting your callers' ears when they call and hear a wonderful tune or song, instead of the normal, boring, everyday, humdrum ring!

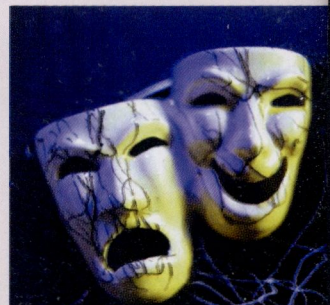
It's possible with **Hello Tunes**, the internationally successful *Ring Back Tone Service*, redefining the Mobile experience, launched by Airtel, making it the first mobile service in the country to do so. With **Bharti Telesoft** and **WiderThan.com** (an affiliate of SK Telecom) providing the technical expertise, songs and sound clips can now be assigned to specific callers and / or for all callers, for both pre- and post-paid customers, opening up a whole new world for the Indian Music Industry.

## Champions of Masterpiece Theatre

Airtel took it upon itself to quench its customers' thirst for literary genius enacted live on stage, Delhi and Pune being the hallowed locales.

Two sterling performances by Naseeruddin Shah at *Delhi's Kamani auditorium* in July were regarded as the finest ever plays to be witnessed in Delhi over the last few years. Directed by the inimitable Shah, **Dear Liar** and **Ismat Apa Ke Naam** were sponsored and staged by Airtel, to raise funds for the *Indian Foundation of Arts' programmes*. Naseeruddin's genius was commendably complemented by Ratna Pathak (in *Dear Liar*), along with Heeba Shah (in *Ismat Apa Ke Naam*).

Pune has always been the bastion of traditional Marathi theatre. English Theatre lovers, however, have to suffer a long drive to Mumbai's Prithvi Theatre or Kala Ghoda. It is just for them that Airtel sponsored an *English Theatre Festival in Pune*, bringing three class acts by the well-known theatre personality, Rahul Da Cunha, including his poignant *I am not Baji Rao* (running for over eight years in Mumbai) and *Pune Highway* with Rajit Kapur's brilliant performance that premiered in Pune.





## ANDING THE CELLULAR MARKET

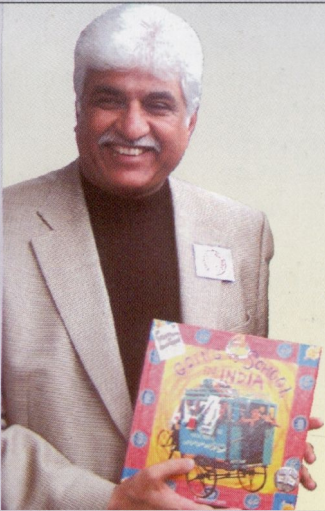
## N'R MINISTER FOR COMMUNICATIONS

## U DAYANIDHI

June 2004, New Delhi



Sunil Mittal presents a commemorative Ganesha to Thiru Dayanidhi Maran, Hon'ble Minister for Communications and Information Technology, at the first Cellular Meet conducted by COAI

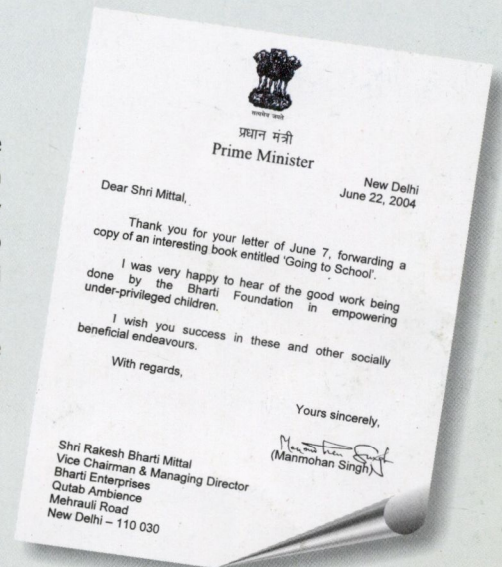


Rakesh Mittal proudly holds the book *Going to School in India* written by Lisa Heydlauf, and supported by the Bharti Foundation

### Recognition from the Prime Minister

Dr. Manmohan Singh, India's Prime Minister, expressed his pleasure upon hearing the good work being done by Bharti Foundation. In a letter to Rakesh Mittal, he wished Bharti success in other such endeavours.

Shown alongside is the letter the Prime Minister wrote to Rakesh Mittal.



### The Airtel-ICICI-HP combine

#### Airtel presents India's First Multi-branded Credit Card

It's a major Triple Play orchestrated by Airtel! AirTel, ICICI Bank Ltd. and Hindustan Petroleum Corporation Limited (HPCL), have joined hands to launch the **AirTel Rewards ICICI Bank Credit Card**, India's first and only card with three commercial partners. Now AirTel post-paid customers can earn multiple reward points, based on AirTel usage, fuels spends at HPCL outlets and other credit card spends. The credit card is an **International ICICI Bank Silver Card**, complementing the lifestyle of high-end mobile customers who demand more benefits from a single card. Embodying a synergistic approach, the Airtel Rewards Card will go a long way in setting new benchmarks for customer service in the country.

#### PRESENTING

### Airtel Rewards ICICI Bank Credit Card

India's 1st Multi-Branded Credit Card



Manoj Kohli and Ms. Chanda Kochhar, Executive Director, ICICI Bank, at the launch of the **AirTel Rewards ICICI Bank Credit Card**





## Six Sigma – the Great Leap Forward

Another couple of recognitions this quarter on the six sigma and quality practice in Bharti... ample evidence of the Group's focus and drive to be a globally admired telco, which is synonymous with quality service.

### The Tamil Nadu endeavour

The first of the two honours was the internationally acclaimed **Qualtech Award 2004**, for an **Airtel Tamil Nadu** project titled *Maximise collection through collection calls*, submitted in the **Improvement** category at the Qualtech national finals in Mumbai. The project pipped submissions from other leading organisations in the subcontinent including ICICI Prudential Life Insurance (Mumbai) and Aga Khan University Hospital (Pakistan).

Qualtech awards are recognised both by the American Society for Quality, as well as by the Institute of Quality Assurance, UK.

### 6Σ Guru-speak

The second was from the Six Sigma guru, **Mikel Harry**, after his return to USA, having spent a fortnight in India traversing the entire length and breadth of the country, meeting corporates to evaluate their quality drive and focus. He congratulated and praised Bharti for implementing and practicing six sigma principles. He said *"Thank you for your kind correspondence relating to our India conference. I have read your paper and was most impressed with your depth of understanding concerning the deployment and implementation of Six Sigma. Certainly, it exemplifies your hands-on knowledge of the subject and confirms your experience."*



The Infotel Quality Award Evaluations Event held on 3rd June, 2004

## Evaluating Quality

Meanwhile, **Bharti Infotel** held its *Annual Quality Awards Evaluation Event*, while the mobility group announced the institution of the **Mobility KM awards**.

At the **Infotel Annual Quality Event**, an eminent panel of judges, including the Crompton Greaves Chairman, Mr. K. K. Nahoria, Dr. R. H. G. Rau – eminent quality expert, and Dr. S. K. Kakkar – Head, Institute of Quality at CII, decided on a set of projects which would be Infotel's entry for the Chairman's Quality Awards. Projects evaluated included *Increase TAG utilisation* by Access North, *Reduction in repeat calls for OG (outgoing) Bar release* by Access TN, *Reducing electricity expenses at backbone sites* by Long Distance Group, *Utility cost optimisation* by Access, Madhya Pradesh & Chhattisgarh, *Reduction of fault repair-related technical complaints* by Access Karnataka, and *Timely update & completeness of account information system* by Enterprise Data & Broadband Group.

**The Mobility KM award** instituted at the Mobility Group aims to promote accelerated business results through a culture of knowledge sharing and reuse across all mobility businesses. The awards will be conferred annually to business units, employees and functional heads who accumulate the maximum number of *Knowledge Dollars (K\$)* by the end of the current financial year.

*Sigma*







## One Million Smiles celebrate the 1,000,000 customer mark

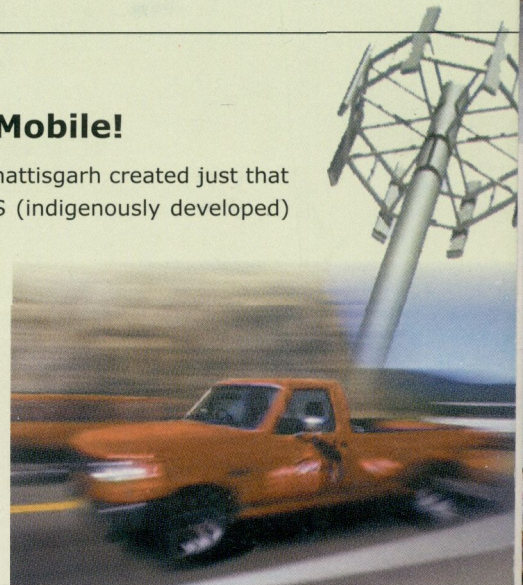
Sunil Mittal, Rajan Mittal, Donald Cameron, Manoj Kohli, Vinod Sawhney and Don Price congratulate the *One Millionth Airtel customer*, a Landmark achieved in the Mobility Circle of Punjab.



## Even the Infrastructure is Mobile!

Imagine a Tower that moves! Airtel MP & Chhattisgarh created just that when they launched Bharti's first Mobile BTS (indigenously developed) during the Kumbh Festival, celebrated with much fanfare in Ujjain. Easy to move, the 30-metre tower design was approved by IIT, Delhi.

*What are the advantages?* Fast roll-out, fast and easy commissioning and integration, little or no site preparation, minimum footprint required, and low cost of ownership.

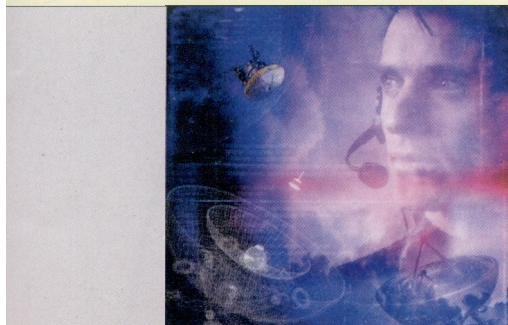


## Taking Customer Delight to a new level

Driven by the vision to be the most preferred provider of Telecom Services, Airtel launched several **Improved Customer Service Delivery Services**:

An instant **Customer Engagement Programme called ICE** enables Call Centres to engage the Customer instantly after his/her interaction, via SMS, and get feedback (*Good or Bad* interaction) via a toll-free reply to the SMS, which is segregated as per Circle, Segment and Process. The automated process can be customised by each circle, and is designed to increase customer satisfaction by improving the *Overall Quality of the last Call to Customer Service*. This is a **first in India**, as no other telecom service is currently capturing customer feedback after his/her interaction, in such a mass scale.

This is yet another first from Airtel... the unique, innovative and convenient **Mobile e-Bill**... launched for the benefit of its post-paid customers. A monthly mini-statement is automatically generated and sent via SMS, with details like : • *Previous bill* • *Amount paid* • *Current charges* • *Total amount due* • *Payment due date*. So now you can view your mobile bill, while being mobile, on your mobile! *Best of all, the service is absolutely FREE!*



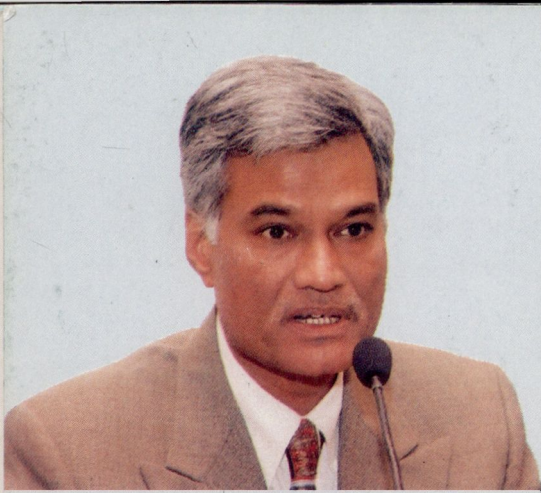
## Airtel aims ever Higher!

Mobility circles in Delhi and Mumbai offered new and innovative **Value Added Services (VAS)** to cement, augment and build upon Airtel's leadership position :

*Delhi* – a unique **STD and ISD code search**, SMS-based service was launched in Delhi, with a repository of over 15,000 STD and 250 ISD codes.

*Mumbai* – a new service to **locate Airtel Brand Shops** in an instant, via SMS to a toll-free number, 889. The list is generated as per desired location.





Badri Agarwal inaugurated and addressed a senior management workshop on **Organisational Transformation and Change**

### Beyond the Best!

With a view to review last year's performance and discuss the strategy and plans for Infotel, Badri Agarwal inaugurated a senior management workshop for Bharti Infotel on **Organisational Transformation and Change**, embodying the theme **+1 Beyond The Best**. The workshop was attended by VPs, CEOs, GMs and EC Members, and the context was set by Jagdeep Khandpur.

Encouraging one to stay 1 step better than the best, comprehensive strategies and projections for the future were discussed, key strategic focus areas and issues to be tackled were identified, while action plans and focus areas for the next year were chalked out.

### Bharti Joins the Upper Crust

Bharti Tele-Ventures made its maiden entry into the elite club of **Business Week Global 1000 most valuable companies**, being listed at 948. However, it was no surprise that BTVL was amongst the world's top 10 companies on share price gain, with a 276% change in price per share over last year.

Who's Who in the GLOBAL 1000							
MARKET VALUE BILLIONS OF U.S. DOLLARS		SALES BILLIONS OF U.S. DOLLARS		PROFITS BILLIONS OF U.S. DOLLARS		SHARE-PRICE GAIN	
1 GENERAL ELECTRIC	\$328.11	1 WAL-MART STORES	\$258.68	1 EXXON MOBIL	\$20.96	1 MIZUHO FINANCIAL	636%
2 MICROSOFT	284.43	2 BP	232.57	2 CITIGROUP	17.85	2 RESEARCH IN MOTION	550
3 EXXON MOBIL	283.61	3 EXXON MOBIL	222.88	3 GENERAL ELECTRIC	15.00	3 UFI HOLDINGS	420
4 PFIZER	269.66	4 ROYAL DUTCH/SHELL	201.93	4 HSBC HOLDINGS	11.65	4 SK	383
5 WAL-MART STORES	241.19	5 GENERAL MOTORS	183.24	5 ROYAL DUTCH/SHELL	11.41	5 RAKUTEN	381
6 CITIGROUP	239.43	6 DAIMLERCHRYSLER	166.61	6 VODAFONE GROUP	11.36	6 SUMITOMO MITSUI FIN.	331
7 BP	193.05	7 FORD MOTOR	164.20	7 BANK OF AMERICA	10.81	7 ELAN	311
8 AIG	191.18	8 TOYOTA MOTOR	156.48	8 TOYOTA MOTOR	10.51	8 BHARTI TELE-VENTURES	276
9 INTEL	184.66	9 MITSUBISHI	137.32	9 MICROSOFT	9.99	9 YAHOO! JAPAN	241
10 ROYAL DUTCH/SHELL	174.83	10 GENERAL ELECTRIC	134.19	10 BP	9.54	10 MITSUI TRUST HLDGS.	229

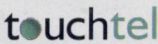
Data: Morgan Stanley Capital International, Standard & Poor's Compustat



### Going Long Distance with Telenor Global

Two important signatures is all it takes to take your voice to international shores! And in April 2004, Bharti Infotel's Long Distance Group CEO, N. Arjun, and Tom-Perry Harnes, Regional Director, Telenor Global Services, did just that!

They signed a **bilateral agreement for Global Voice Services** between the two companies. Telenor has an illustrious history going back to 1855, and today enjoys an annual turnover of about US \$ 7.6 Bn. One of the leading mobile companies worldwide, Telenor has a global subscriber base of over 34 million, across Russia, South Asia, Africa and Europe. The company has a substantial interest in *Grameen Phone*, the largest mobile operator of Bangladesh, and has recently won a license for mobile operations in Pakistan (due to launch within 5 months). Bharti's relationship with Telenor in India is only the second of its kind, after Telenor's traditional relationship with VSNL.



### The Million Pulse smile!

The Infotel Touchtel Tamil Nadu team has a million reasons to smile... it achieved an **unprecedented 1 million pulses per day**, with 661338 calls, totalling a duration of 67623120 seconds, amounting to 1040271 pulses! This remarkable first-of-its-kind achievement was recorded in a single day, reflecting the principle – *the journey of a thousand miles starts with a single step*.

Way to go! Now head for that 2 million mark.





## Efficiency on the upswing.

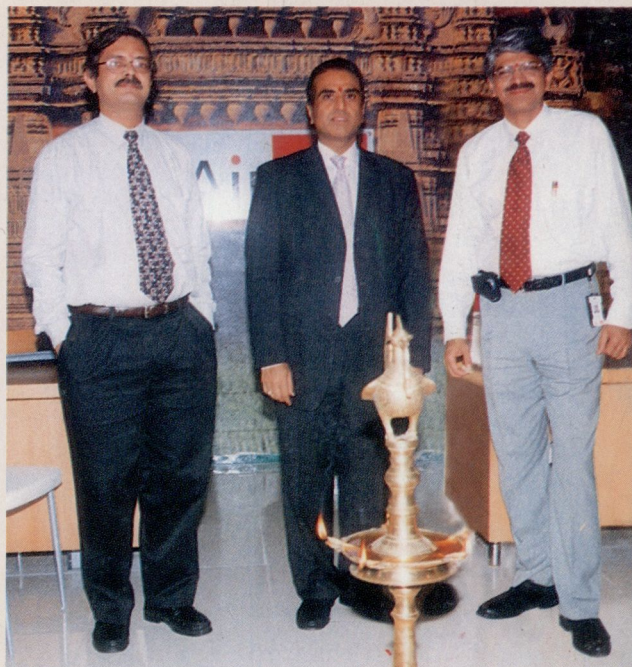
**Costs sent plummeting.**

**Productivity enhanced significantly.**

Sunil Mittal recently inaugurated Andhra Pradesh's **First 24x7 Customer Service Centre**, which is being utilised to increase efficiency in customer service, reduce operational costs and enhance productivity.

Now Airtel customers in Hyderabad have plenty to smile for, anytime of the day or night. The many innovative offerings include *instant activation of mobile phones, roaming activation, bill payments, STD/ISD activation and instant solutions to individual queries*, translating to world-class services.

The sprawling 60,000 sq.ft. Centre also houses the corporate office, the switching centre and billing & collections department. To commemorate the occasion, Sunil also unveiled a giant collage showcasing images of Airtel touching the lives of people in Andhra Pradesh.



K. Srinivas, Sunil Mittal and Jagdish Kini at the launch ceremony of the new **24x7 Customer Care Centre** in Hyderabad



## Faster, Higher, Stronger... the Beetel way



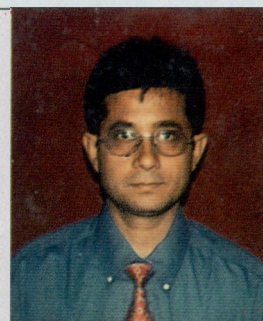
Bharti Teletech convened the first global channel partners meet, attracting channel partners from Vietnam, China, Korea, Jordan, Sri Lanka, Peru, Bangladesh and Zimbabwe. The theme was **It's All About Winning... Faster, Higher, Stronger to 5 million**. Rakesh Mittal, Mr. Didier Goujard (MD - Atlinks, Bharti's partner) and Pawan Kapur felicitated the channel partners and honoured the field force for achieving their targets.

This winning attitude is even reflected in that 14,000 Beetel phone components are being churned out per operator! Even Chinese telephone manufacturing companies manage only 13,000 components! The Ludhiana plant also registered the highest ever production of feature phones – 3345 units per day! *Kudos to BTTL!*

## The Bipul Principle

Bipul Chatterjee of Park Street Connect, Kolkata, proved with a capital P, how dedication and diligence helps create loyal customers. He offered timely assistance to Mr. Subrata Chattopadhyay, a distinguished customer, not just once or twice, but on three occasions. *First*, Bipul very quickly sourced an important number, *second*, he immediately provided a connection for Subrata's fiancé when she needed it most, and *third*, provided speedy assistance to use the Airtel Family Pack!

So impressed was Mr. Chatopadhyay by Bipul's fast and efficient service, that he insisted on gifting a Nokia 3660 camera phone to Bipul, despite several polite refusals. *Keep it up!*



Bipul Chatterjee, who set a new benchmark in Customer Service at an Airtel Connect in Kolkata





## Broadband & Data Group – rising fast with Enterprise Business

### Banking on Banks

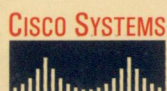
In a bid to offer expertise and technology capabilities that will put public sector banks on par with the best in the world, *Enterprise Business* has formed a **Banking Vertical Team** to aggressively pursue the emerging demands for bank connectivity solutions among Public Sector Units (PSUs) and Cooperative Banks.

Customised banking solutions and technologies have been developed, based on the growing needs of this sector, such as branch connectivity, call centres, customer care solutions, ATM connectivity, credit card connectivity, business continuity and disaster recovery, to name a few.



### Widening our Reach to banks

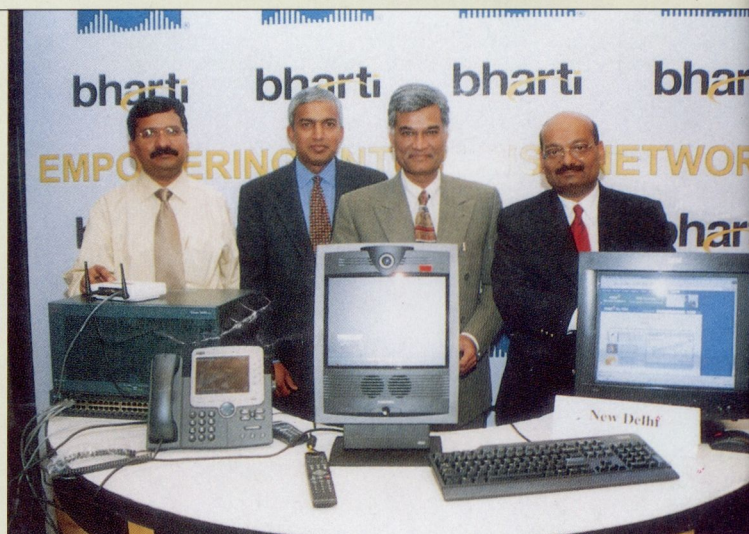
Kudos to the **Enterprise Business** team for having bagged the **Wide Area Network (WAN)** contract for the core-banking project of **Bank of India** – one of India's leading PSU Banks. To be implemented in association with Hewlett Packard (HP), the project involves setting up of a Wide Area Network for providing an inter-city and intra-city connectivity system, as a part of enhancing the decision support system of the Bank. Besides networking, the Company will also maintain the entire network across India, offering top quality and service.



### Empowering Enterprise Networks

*Enterprise Business* has deployed an **IP-based Multi-Protocol Label Switching (MPLS)** backbone solution from **Cisco Systems**, a global leader in networking solutions. The innovative MPLS solution enables Bharti to offer a unique value proposition to its corporate customers. It does this by combining high-speed performance with security, scalability and reliability, while reducing expenses significantly.

What's more, several *revenue-generating services* such as bandwidth on demand, managed services and intelligent routing of voice, data and other mission-critical traffic, are part of the repertoire of MPLS-powered networks. *All of which has resulted in getting a larger market share.*



Jagbir Singh, Mr. Rangu Salgame, President, Cisco Systems India & SAARC, with Badri Agarwal and Rajiv Sharma at the announcement of the launch of IP-based MPLS Backbone Networks





The 1,00,000th customer in HP is felicitated by Sunil Mittal, Rajan Mittal, Donald Cameroon, Vinod Sud and Vinod Sawhney at a special function to commemorate the event

## Airtel reigns in the Laps of the Gods

1 Lakh customers and climbing fast! This magical figure was crossed recently in Himachal Pradesh, when Mr. Jinesh Kumar was declared the 1,00,000th customer. Airtel also became the only mobile operator in HP to reach the landmark, announcing major expansion plans to double the number of cell sites to 160 by March 2005, and increase coverage to 112 towns and clusters, enabled by an investment of Rs. 50 crore in the current fiscal.

IndiaOne  
LONG DISTANCE SERVICE

## Long Distance Group Convenience on the Go!

Flying abroad from New Delhi? If you need to simplify and economise the process of calling back home, just pick an **IndiaOne HomeTouch International Calling Card** from the IndiaOne Counter at the Transit Lounge (Departure Terminal) of the Indira Gandhi International Airport, New Delhi. It's reasonably priced and really convenient, as you can pick it up after completing all your immigration formalities; best of all, it's open 24x7.



The IndiaOne Counter at the Transit Lounge (Departure Terminal) of the Indira Gandhi International Airport, New Delhi.

## Touching Homes in New Denominations

Without innovation and dynamism, growth can never be consolidated upon. In this effort and designed to expand the market for *International Calling Cards*, IndiaOne Kochi, recently launched 2 new denominations of its **Hometouch Saudi Arabia Calling Cards**. Namely, 5-minute call time cards of Rs. 175 (one call) and Rs. 199 (multiple calls), catering to low-end markets where price matters, and to generate trial-usage.

Seen in the picture are Dr. Sebastian Paul, MP, Ernakulam, the chief guest who unveiled the product, and Mr. A. V. George, Deputy Mayor, Kochi, who made the inaugural sale to Mr. Thomas Oommen, Area Manager, Galileo, Kerala.







Prem Pradeep congratulates Team Touchtel, Karnataka, on the fantastic achievement of 1,00,000 customers



## Touchtel Rockets ahead in Karnataka

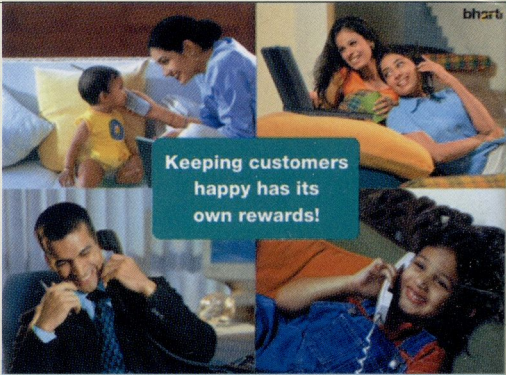
### Team Karnataka joins the coveted 1,00,000 Club

It was a proud moment indeed! And Prem Pradeep (COO) ensured everybody felt just that... he thanked each and every Team member for hanging in there and believing that the victorious day will come. Apart from the ongoing dedication and hard work, he emphasised the need for training initiatives, process improvements / compliance, communication and even better teamwork at all levels, in order to touch even greater heights.

## The Caring face of Touchtel

Touchtel North showed that it cares above and beyond the call of duty, when it organised a **Free Instrument Service Camp** at Gurgaon recently. Offering hassle-free repairs, the camps were held twice in 15 days, with the support of the Network Operations Team and the Customer Team. The tremendous response elicited demonstrated the need of the hour and that Touchtel cares.

Another caring initiative in Delhi involved resolving issues / queries pertaining to Touchtel services, generating significant satisfaction and convenience, where customers got a chance to express themselves on-line.



Keeping customers happy has its own rewards!

### Touchtel ranked No. 1 in customer satisfaction

(Source: TRAI survey, dated April 21, 2004)

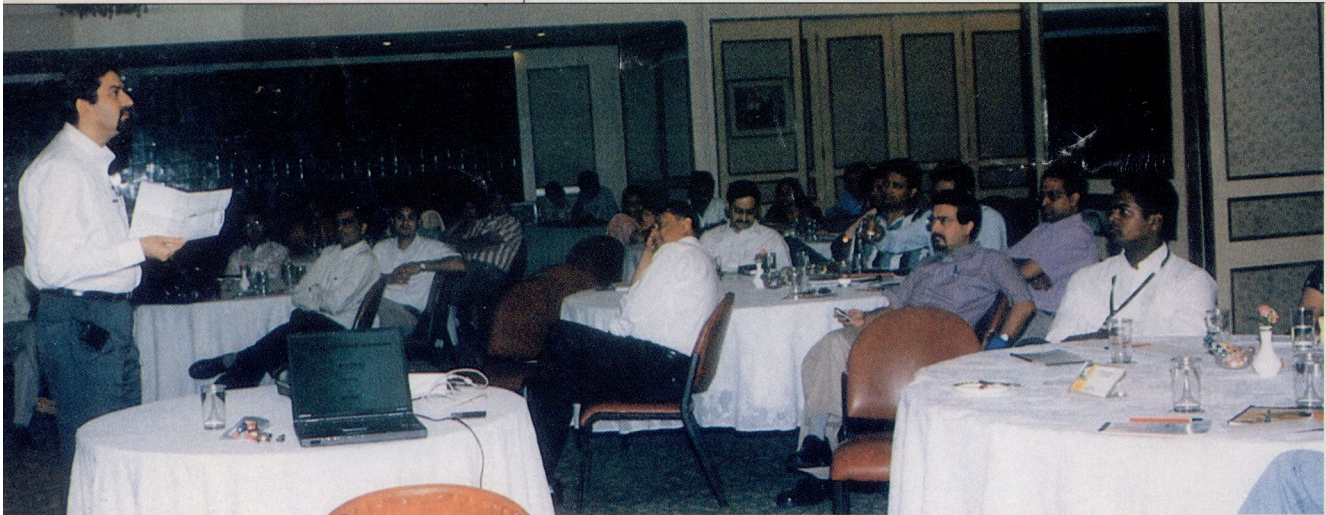
We've always given the best to our customers and the result is here to see.

• Touchtel Delhi is No. 1 across all 4 networks

• Touchtel Haryana is No. 1 across all small states (B-Circled)

We promise them the best of our services in the future as well.

Yet to get Touchtel? Call 916 12345 in Delhi and 50 12345 in Haryana today!

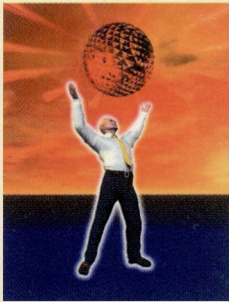


The Customer Satisfaction Management and Measurement (CSMM) day-long event held in June 2004

## Start well. Finish Better.

A Customer Satisfaction Management and Measurement (CSMM) day-long event was organised in June 2004, to formulate a strategy designed to improve customer satisfaction across Touchtel North. Cross-functional groups brainstormed, analysed and deliberated to reveal root cause actions, and subsequently presented draft action plans.





## Bharti cares to groom its talented young

Mumbai's leading Business school, **Welingkar Institute of Management Development and Research**, and Bharti, have embarked on a programme to train, nurture and further-groom young talent within the company. The innovative management programme, named **Bharti General Management Programme (BGMP)**, is aimed at developing high-potential managers and enhancing their competencies for assuming larger responsibilities. Key personnel will be selected to attend a 9-month course in general management at the Welingkar Institute from Bharti's mobility and wired-line businesses, on the basis of their performance.

Another exciting management development initiative involves a tie-up between Airtel and **Narsee Monjee Insititute of Management Studies (NMIMS)**, Mumbai, to offer an MBA course to Bharti executives. The 3-year executive MBA programme will provide sustained knowledge and experiential learning to Airtel's employees.

Congrats to all those selected!



A Bharti Today Exclusive

## The Bharti Tele-Ventures Board of Directors which met on 23rd July, 2004

Standing (Left to Right) : Paul O'Sullivan, Professor V. S. Raju, Akhil Gupta, Rakesh Mittal, Donald Cameron, Pulak Chandan Prasad, Rajan Mittal, Dalip Pathak  
Seated (Left to Right) : Lung Chien Ping, Lim Toon, N. Kumar, Sunil Mittal, Bashir Abdulla Currimjee, Kurt Hellstrom, Chua Sock Koong

## Bharti – the growth story continues

(Rs. Crores)

Company	Total Income					Operating Profits					Cash Profits				
	June'04	Rank	June'03	Growth June '04 Over June '03	Rank	June '04	Rank	June '03	Growth June '04 Over June '03	Rank	June '04	Rank	June '03	Growth June '04 Over June '03	Rank
Bharti	1,705	1	1,036	65%	1	620	1	289	115%	1	541	1	226	140%	1
MTNL	1,523	3	1,538	-1%	7	526	2	597	-12%	7	515	2	590	-13%	7
Infosys	1,489	4	1,114	34%	4	509	3	381	34%	4	509	3	381	34%	3
Wipro	1,590	2	1,069	49%	2	425	4	252	68%	2	424	4	252	68%	2
Satyam	802	7	570	41%	3	230	6	173	33%	5	229	6	173	33%	5
Tata Power	1,104	5	1,106	0%	6	370	5	311	19%	6	310	5	233	33%	4
BSES	1,020	6	804	27%	5	224	7	167	34%	3	194	7	157	23%	6

Source: www.bseindia.com

Based on the latest published results for the quarter ended June 2004, Bharti ranks **No.1** amongst the above service companies, based on total income, operating profits and cash profits.

Based on percentage growth for the period June '04 over June '03, Bharti ranks as **the highest in all the parameters**. Which translates to amazing figures :

**Total Revenue - Rs. 1,705 crore**, a growth of 65% over last year's corresponding quarter... **EBITDA - Rs. 620 crore**, a growth of 115% resulting in an overall EBITDA to total revenue margin of 36%... **Cash Profit - Rs. 541 crore**, a growth of 140% over last year's corresponding quarter of last year... **Net Profit - Rs. 296 crore**, up from Rs. 31 crore in last year's corresponding quarter.





Rajan Mittal and **Shah Rukh Khan**, Airtel's Brand Ambassador, at the launch of the unique Airtel Confidence Plan

## The power of Airtel Confidence!

It's yet another *First* from **Airtel** – the SMS-based **Confidence Plan!**

In a touching, symbolic gesture, Rajan Mittal and Shah Rukh Khan, Airtel's Brand Ambassador, made the day for 10 lucky hearing impaired people this May. They were presented *free* handsets, with the Confidence Plan pre-activated, making it a stupendous once-in-a-lifetime experience!!

The Confidence Plan caters to the unique needs of those challenged by hearing problems, and requires *no security deposit*. What's more, the monthly rent is just Rs. 99, and amazingly, they also get 2000 AirTel to AirTel SMS messages *free* within the local network, with a subsequent per-message cost of just 30 paise! *But that's not all...* pre-activated SMS roaming, SMS to international networks, access to AirTel VAS services, and most importantly, a non-voice customer care service via SMS to 121!

*It's truly a haven for the hearing-impaired!*



## Airtel enters the realm of Legends!

It was a hallowed occasion for Delhi indeed, where awe, wonder and exhilaration were the order of the hour! The magical 4-day **Airtel Legends of India Music Festival** regaled a rapt and hugely appreciative audience, where a **Lifetime Achievement Award** was presented to **Pandit Birju Maharaj Ji** by *Sanjay Nandrajog*, along with *Soli Sorabjee*, Attorney General of India and *Ustad Amjad Ali Khan*.

*The maestros who orchestrated a special magic in music*, included *Shiva Mani, Shankar Mahadevan, Louis Banks, Hariharan, Pandit Shiv Kumar Sharma* and *Smt. Girija Devi*. One just had to close one's eyes and get instantly transported into the realm where only Legends can venture. For the lucky few who savoured the enthralling and uplifting melodies, the experience will remain deeply etched in the memory for years to come.

**Yet another first from Airtel, only for its valued customers!**



**Pandit Birju Maharaj** receives the **Airtel Legends of India Lifetime Achievement Award** from *Mr. Soli Sorabjee, Ustad Amjad Ali Khan and Sanjay Nandrajog*

PRESENTING  
**tel Live!**



Actress **Riya Sen** and **Atul Bindal**, at the launch of **Airtel Live** - a multi-access entertainment portal on mobile phones

## Traverse the World at a Single Mobile Click!

**Airtel Live** — the most Mega Mobile Portal ever launched in India, with **Movies, Music, Mobile Games, Sports**, and more! They're all instantly accessible while you remain on the move and plug into a variety of rich content for a world-class experience. All one does is **SMS a keyword to 646 on a GPRS-enabled mobile phone**, and log onto <http://live.airtelworld.com> or [www.airtelworld.com](http://www.airtelworld.com) for *music messaging, ring tones, images, video clips, mobile games*. Best of all, the dynamic service is available for both pre-paid and post-paid customers.

But wait... there's more! Up for grabs is **India's first ever GSM phone customised especially for Airtel customers** – the vibrant new **Nokia 6220** – enabling a single-click into **Airtel Live!** The trendy new Nokia has exclusive Sachin Tendulkar wallpapers, A. R. Rahman tones, pre-installed GPRS, MMS settings, and an **integrated FM radio**, while enabling ease in **sending, receiving** and **reading e-mails**. *Better hurry, if you want one.*



Address your contributions, thoughts, articles, suggestions, write-ups, etc., to : Corporate Communications, A-30, Saidullajab, Opp. D Block, Saket, Mehrauli Badarpur Road, New Delhi - 110 030.  
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