

The in-house magazine of Bharti Enterprises

bharti today

Vol. 8, Issue 4, 2004

**Airtel
touches
every
corner**

Now calling J&K

Highlights

- Taking Indian Fields to the world 3
- The BlackBerry phenomenon 3
- Airtel builds bridges with Bridge Mobile 6
- Sunil Mittal is the Ernst & Young Entrepreneur of the Year 2004 7
- Bharti wins Top Honours in the Hewitt Best Employer Survey 12



Chairman's message to Team Bharti

The New Year Beckons

Dear colleagues,

As we step into the second half of the current fiscal, and inch closer to the next year of this millennium, it is only appropriate that we review our performances over the last six months and also plan our way ahead. As Bharti embarks on yet another expansion drive, at the end of which our mobile footprint will be pan-India in every sense of the word, and after which we will be offering telephone and broadband services in many more areas than at present, it is prudent to enlist the focus areas for 2005.

A number of innovative, yet radical, steps taken during the beginning of the year are now starting to show results. The benefits of our strategic partnerships with IBM and Ericsson are now apparent. For instance, Bharti's profits for the first half of this fiscal have already surpassed the profits for the full year of 2003-04, and we are well on our way to emerge as the second-largest telecom player in the country. Also, despite having grown both organically and inorganically, we are one of the very few telecom operators in the world to have a fully-integrated back end. This has placed us in a very unique position, giving us a strong competitive edge. Also, the launch of a slew of innovative services are exhibiting a significant trickle-down on our customer satisfaction scores and also on profitability. As a group, there have also been measures taken to further integrate the organisation, empower employees and develop a pool of leadership talent.

The fact that we are progressing on the right track is also manifested in a score of awards that the group has won over the last six months. These awards are an endorsement of a job well done, and also point to the fact that Bharti's efforts in enabling faster and more affordable communications is being recognised, not just in this country, but across the world.

Looking ahead, we need to further build on the core areas that we had identified for the group at the beginning of the year. As such, the focus for 2005 will be on the following :

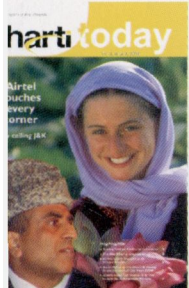
- Continued emphasis on Customer Delight** – by harnessing IT and through well-designed processes;
- Institutionalisation of Bharti** – through systems and processes in the areas of business operation, decision-making, performance monitoring, employee empowerment, leadership development, inculcation of the Bharti culture, change management and customer facing processes;
- Revenue enhancement** – through focused strategies towards customer retention, customer acquisition and through financial prudence.

Having more or less achieved the distinction of being the top telecom company in India, we will now be looking at carving out a position in Asia and the globe. It is a challenging task, and the realisation of this goal is dependent on the collective efforts of all the members of Team Bharti. Let this be the resolution of each one of us for the New Year.

Wishing all of you and your families a wonderful New Year

Sunil Bharti Mittal

Sunil Mittal at the Airtel launch in Srinagar, J&K





Sir Evelyn de Rothschild, Director, ELRo Holdings, Sunil Mittal, Lady Lynn de Rothschild and Rakesh Mittal pose with the Hon'ble Prime Minister of India, Dr. Manmohan Singh

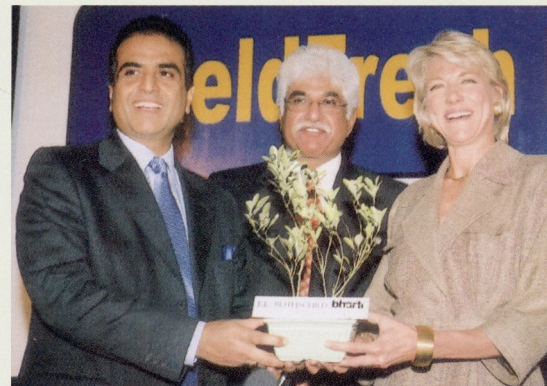
practices and technology in working towards converting India into a preferred **World Food Basket**, by setting up a world-class **Agri Research Centre** and a **Model Farm** in Punjab, in the first phase. Ravi Deol is heading the enterprise as its President and CEO.

*Sunil Mittal and Rakesh Mittal are all smiles along with Lady Lynn Forester de Rothschild, Director, ELRo Holdings, at the **FieldFresh Foods** launch function*

Taking Indian Fields to the World!

Bharti and ELRo Holdings India Ltd., an investment company founded by Sir Evelyn de Rothschild and Lady Lynn Forester de Rothschild, announced the birth of **FieldFresh Foods Pvt. Ltd.**, with an investment of US\$ 50 million. Its mission is to **Link Indian Fields to the world**, initially focusing on the global distribution of fresh fruits and vegetables in the European Union, the United Kingdom, Eastern Europe, South-East Asia, the Gulf and CIS countries. Next on the agenda is the processing of agro products.

India is the world's second-largest producer of fresh fruits and vegetables, and is also amongst the lowest-cost producer of farm products. Capitalising on this advantage, FieldFresh Foods plans to employ the world's best



The BlackBerry Phenomenon

Even His Highness, **Brig. Sawai Bhawani Singh Ji**, MVC of Jaipur, who became Airtel's first BlackBerry customer in Rajasthan, could not resist its charm. The globally acclaimed **BlackBerry**, arguably the **world's most powerful Instant Email Mobile Innovation**, has been introduced in this country by Airtel. A proprietary service hosted on a handheld device by the Canadian firm



Research In Motion, allows Airtel customers to send and receive e-mail and interact with information from Enterprise data stores and applications. All e-mails from up to 10 configured e-mail accounts, are available on the BlackBerry handset on a 'push' basis. The state-of-the-art BlackBerry Enterprise Server™ software securely integrates with Microsoft® Exchange or IBM Lotus® Domino™ and is compatible with existing enterprise e-mail systems. Airtel customers now join the elite list of over 1.6 million active BlackBerry users across the globe, and can choose from three

handset models – BlackBerry 7730™, 7230™ and 6230™.



Dr. Jai Menon, Sunil Mittal, Mr. Don Morrison - Chief Operating Officer, Research In Motion, Rajan Mittal, Mr. Angelo Fasulo - Director, Asia Pacific, RIM, HK, Ltd. and Manoj Kohli at the BlackBerry launch

Airtel redefines the Growth paradigm

Airtel touches snowy heights in Jammu & Kashmir

Sunil Mittal's conference call with **Thiru Dayanidhi Maran**, *Hon'ble Minister for Communications & IT*, **Shri Mufti Mohammed Sayeed**, *Chief Minister, Jammu & Kashmir*, and **Shri Mangat Ram**, *Dy. Chief Minister, Jammu & Kashmir*, became a part of the annals of telecom history of the country. It was the first call from J&K on a private mobile network, making it yet another first in Bharti's long list of firsts.

With plans to connect a total of 100 towns in the state by March '05, Airtel brings in one of the largest tranche of private sector investments in the state. Airtel will be spending more than Rs. 125 crores on its telecom infrastructure in the state.

The launch of J&K is a bonanza for Airtel post-paid customers residing in other parts of the country as well, as they would now be able to in- roam within the state. The facility would thus go a long way in promoting the economic development of the region.



Sunil Mittal, Vinod Sawhney, R.V.S. Bhullar and Akhil Gupta at the inauguration of the Airtel Jammu Office

Thiru Dayanidhi Maran, *Hon'ble Minister for Communications & IT*, with **Shri Mufti Mohammed Sayeed**, *Chief Minister, Jammu & Kashmir*, and **Rajan Mittal**, receiving the first call from the first private mobile network in J&K, launched by Airtel



Launch to 1 Lakh... in just 42 days!

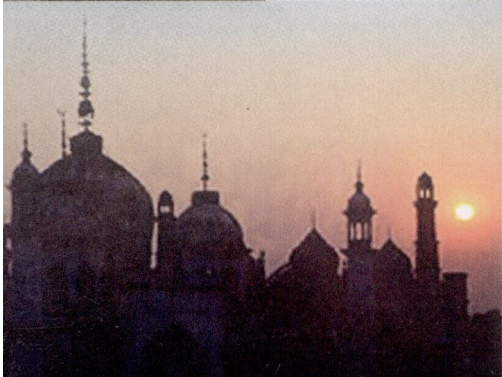
Airtel storms ahead in Uttar Pradesh (East)

When Sanjay Nandrajog felicitated Ms. Ambika Murthy, the 100,000th Airtel customer in UP (East), it marked the creation of history in the UP (East) mobile circle. A mere 42 days after the launch of its services in the region by Sunil Mittal on 30th August, 2004, Airtel had stormed to the 1-lakh customer mark in the mobile circle.

Airtel is the first private mobile service to offer seamless coverage in all areas of Uttar Pradesh & Uttaranchal. Airtel would be investing more than Rs. 150 crores on further expanding its operations during the current fiscal in UP (East), and by the end of the current financial year, Bharti would have invested close to Rs. 350 crore on its infrastructure in Uttar Pradesh. Given that telecom is a core infrastructure area, this should further aid the growth and development of the state's economy.



Shankar Prasad, Sanjay Nandrajog, Sunil Mittal and Manoj Kohli felicitate Airtel's First Customer in UP (East)



Airtel expands from Kolkata to all of West Bengal & Sikkim

The first call from Rajan Mittal to the *Hon'ble Chief Minister of West Bengal, Buddhadeb Bhattacharya*, marked the launch of Airtel's 18th mobile circle in the country. With the launch of West Bengal, Airtel became the only private sector mobile service provider to offer seamless coverage in both the Circles of the state (West Bengal as well as Kolkata). More than 35,000 customers joined the Airtel family in the first 15 days of the launch.

Over 100 towns of West Bengal and Sikkim are served by a 150-cell sites mobile network, where a state-of-the-art infrastructure is managed by **Siemens**, world leaders in mobile technology. What customers get is less network congestion, better call completion rates and higher efficiency.



Rajan Mittal and Deepak Gulati at the launch of Airtel Services in West Bengal

Rajan Mittal makes the first mobile call from Siliguri, to the Hon'ble Chief Minister of West Bengal, Shri **Buddhadeb Bhattacharya**



Rajan Mittal in Jaipur during the launch of Airtel in Rajasthan

Airtel covers the sands of Rajasthan

Rajasthan became the 17th state in the country where Airtel launched its services. The launch of the super brand Airtel, India's largest telecom services brand, meant a slew of world-class services for customers in the state, including services like **Hello Tunes, Airtel Live** and **Easy Charge**. The launch of Airtel in Rajasthan, and later Jammu & Kashmir, completes Airtel's North India footprint. Airtel brings in the same world-class services to Rajasthan, which has made it the largest GSM mobile service in the country. These include superior *customer care services* and a *robust mobile infrastructure*. Airtel will soon be covering over 150 cities in the state, up from the current 85 cities where it currently enjoys a presence.



Airtel
Express Yourself

GLOBE
TELECOM

maxis

OPTUS

SingTel

TAIWAN CELLULAR CORP.

TELKOMSEL



Manoj Kohli with
Mr. **Gerardo C. Ablaza, Jr.**, President and Chief Executive Officer of Globe Telecom,
Dato' Jamaludin Ibrahim, Chief Executive Officer of Maxis,
Mr. **Allen Lew**, Managing Director of Optus Mobile,
Mr. **Lim Chuan Poh**, Chief Executive Officer of SingTel Mobile,
Mr. **Harvey Chang**, Chief Executive Officer of Taiwan Cellular Corp.
and Mr. **Bajoe Narbito**, President Director of Telkomsel,
at the Bridge Mobile launch function

Airtel 'builds bridges' with Bridge Mobile

Airtel has signed an agreement along with six other leading mobile operators in the region, to form a regional alliance, **Bridge Mobile Alliance**, which will operate through a Singapore-incorporated company, **Bridge Mobile Pte Ltd. (Bridge Mobile)**. Aiming to leverage synergies, enhance value and provide a unique mobile experience, Bridge Mobile will build a shared regional infrastructure to enable the ease of service provisioning on a regional basis. The unique alliance will also provide a suite of mobile services, including improved voice & data roaming services, along with other joint product-development initiatives, while also promoting common mobile applications and standards across partners' markets, all of which will greatly benefit customers.

THE TOP 10 GAINERS:

By absolute market capitalisation

| RANK | COMPANY | INCREASE |
|------|----------------------|----------|
| 1 | RELIANCE | 20,535 |
| 6 | BHARTI-TELE-VENTURES | 19,317 |
| 3 | INFOSYS | 15,487 |
| 4 | WIPRO | 14,467 |
| 8 | ICICI BANK | 10,493 |
| 10 | TATA MOTORS | 8,180 |
| 14 | RELIANCE ENERGY | 7,726 |
| 7 | ITC | 6,768 |
| 13 | MARUTI | 6,495 |
| 12 | TATA STEEL | 6,281 |

Figures are absolute increase in market capitalisation in Rs crore.
Companies that listed on the stock exchanges in the past 12 months have not been considered

By percentage market capitalisation

| RANK | COMPANY | INCREASE |
|------|-----------------------------|----------|
| 63 | HCL INFOSYSTEMS | 3.5 |
| 80 | JUBILANT ORGANOSYS | 3.1 |
| 38 | STERLITE INDUSTRIES (INDIA) | 2.6 |
| 6 | BHARTI TELE-VENTURES | 2.3 |
| 98 | STERLING BIOTECH | 2.3 |
| 64 | MATRIX LABORATORIES | 2.2 |
| 90 | MICRO INKS | 2.2 |
| 91 | ADANI EXPORTS | 2.1 |
| 14 | RELIANCE ENERGY | 2.0 |
| 31 | MAHINDRA & MAHINDRA | 1.8 |

Figures are percentage increase in market capitalisation. Only companies with a market capitalisation over Rs 1,000 crore have been considered

The Wealth Creator!

Bharti is hot and a wealth creator par excellence, says Business Today

As a dynamic representation of the market's assessment of a company's fortunes over two years, the **BT 500** is the closest that you can get to a sure thing... quite appropriate as a descriptor for the **Business Today 500** listings. And the listings this time give us more reasons to celebrate.

BTVL's position in the coveted list has just got better. Moving three steps up from a ranking of 9 last year, Bharti's market value has increased by more than **Rs. 20,000 crore** in the first half of this year, indicating that Bharti is a wealth creator par excellence.

And that's not all... **BTVL is also amongst the top 20 companies to watch for in 2005.** With the competitive topography of the telecommunications market more or less defined, it would be reasonable to expect Bharti to maintain its market share. That would mean the Company can expect to have 20 million subscribers in the next two years, notes Business Today in its annual listing of 20 top companies.

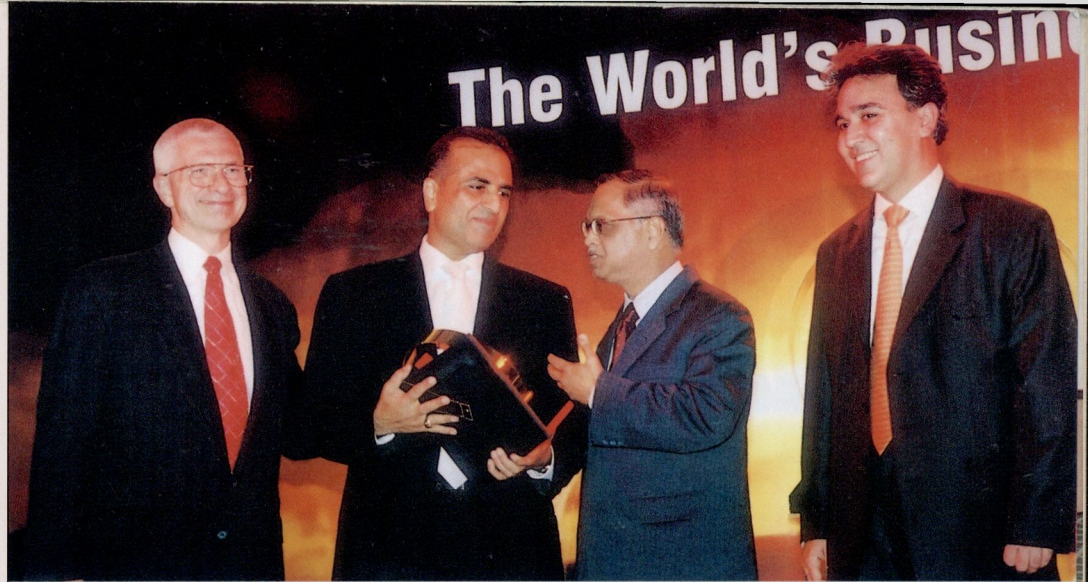
Way to go!

business today



- | | |
|------------------------|-----------------------|
| ■ Applabs | ■ ITC |
| ■ Bharti Tele-Ventures | ■ L&T |
| ■ Bharat Biotech | ■ Matrix Laboratories |
| ■ BHEL | ■ Pantaloon Retail |
| ■ Cognizant | ■ Pricol |
| ■ Eclerx | ■ Solectron Centum |
| ■ Gokaldas Exports | ■ Suzlon Energy |
| ■ Hical | ■ Tata Power |
| ■ Hughes Software | ■ TCS |
| ■ ICICI Bank | ■ VSNL |

Sunil Mittal receiving the Ernst & Young Entrepreneur of the Year award from Mr. N.R. Narayanmurthy, Chief Mentor, Infosys



Sunil Mittal is the Ernst & Young Entrepreneur of the Year 2004

"All the best for Monte Carlo, Monaco, in May 2005. I know that you have a great chance of doing us all proud, again", said Mr. N. R. Narayanmurthy, as he handed over the **Ernst & Young (E&Y) Entrepreneur of The Year 2004** trophy to Sunil Mittal. The Entrepreneur of the Year award is given annually to entrepreneurs in India who have made an indelible mark on the business scene.

Monte Carlo, Monaco, as referred to by Mr. Narayanmurthy, will be staging the Ernst & Young **World** Entrepreneur of the Year Award ceremony in May 2005, and every country where the E&Y awards are convened, sends an entry to the world stage. Sunil will represent India this year.

A distinguished jury, chaired by the icon of Indian entrepreneurship, Mr. N. R. Narayanmurthy, adjudged Sunil Mittal as the winner of this year's E&Y Entrepreneur of the Year award. Other Jury members included **Mr. A. K. Purwar** – Chairman, SBI, **Dr. Jamshed J. Irani** – Director, Tata Sons, **Ms. Kalpana Morparia** – Dy. Managing Director, ICICI Bank, **Mr. Naresh Chandra** – Chairman, Committee on Civil Aviation Policy and **Mr. T. N. Ninan** – Editor & Publisher, Business Standard.



beetel

beetel

beetel

beetel

beetel
India's
first
cordless
phone

1 Million Cordless phones @ 2.4GHz!

Bharti Teletech (BTTL), has launched India's first **2.4 GHz band cordless phone** range in the organised sector in India, with three models each of the **Beetel** and **GE** brands. Bharti is the first company to introduce the 2.4 GHz range of cordless phones, shortly after DoT de-licensed the indoor use of low power equipment in the frequency band of 2.4 GHz to 2.4835 GHz, to boost wireless access technologies. The 2.4 GHz

band cordless phones offer multifarious benefits to customers, including superior voice clarity and up to 3 times better range, in comparison to the existing phones. These phones will be marketed across more than 8,200 sales and distribution outlets of the Company.

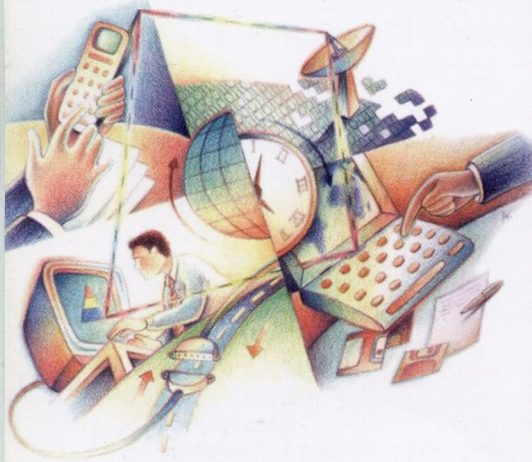
Rakesh Mittal proudly holds aloft the new Beetel and GE cordless phones; he is flanked by Pawan Kapur and Mr. **Nicolas Zentz** - Sales Manager-India, Atlinks

Bharti - the veritable Growth Juggernaut

Bharti yet again demonstrated its strong growth momentum as it announced its **un-audited results for the second quarter and half year ended 30th September, 2004**. It is staggering to note that the **Net Profit** for the first half of 2004-05 has already surpassed the entire year's Profit for FY 2003-04!

The highlights are (*comparisons are over the corresponding period last year*) :

| Particulars | Rs. crores, except ratios | | |
|-------------------|---------------------------|------------|---------------|
| | Half Year Ended | | |
| | Sept. 2004 | Sept. 2003 | Y-on-Y growth |
| Total Revenues | 3,564 | 2,181 | 63% |
| EBITDA | 1,321 | 665 | 99% |
| Net Profit/(loss) | 630 | 124 | 407% |



The Airtel EDGE... destined to spread across all of India

If Bharti is to offer a cutting edge to its valued customers, it makes sense to spread the cheer everywhere.

The **Airtel EDGE network**, which offers data transfer speeds of up to 200 kbps, enables **Live TV** viewing on mobile phones, along with **streaming video, music & file transfers, picture download, e-mail with attachments, multi-player gaming**, plus many other **Airtel Live** services.

What began with the launch of EDGE services in Chandigarh, is now available in Pune, Bangalore, Delhi, Ludhiana and Kochi. Live TV feeds, possibilities of live camera updates on the traffic situation, telecast of important events on the mobile phone, etc., are just some of the innovations that Airtel customers can now enjoy.

Airtel Broadband Bhopal gets into the community spirit

Committed to support various social causes, the **Access MP & Chhattisgarh team** has joined hands with **Bhopal Police** to improve traffic management in the city, as a part of Government-private partnership. Called **Mission Smooth Road**,



Rohtash Mal and Mr. S. K. Das, DGP, MP, at the launch ceremony of **Mission Smooth Road**

Noted writer Gulzar, inaugurating the **Airtel - Arushi Helpline for Disabled** at Bhopal in October, 2004, along with Rahul Mehta



the partnership entails a series of initiatives, including the provision of a **Helpline Service** at different areas in the city, through a toll-free telephone service. In addition, select students of schools and colleges, will be given special training on rules and regulations related to traffic management and tips on road safety. The trained volunteers (students) will help traffic police personnel at busy squares around the city. The MP traffic police will also train volunteers at the **Traffic Police Training Institute (TPTI)**, and Airtel will financially support the exercise.

What's more, the team also launched a special **Helpline for the physically and mentally challenged**, in association with **Arushi**, a well-known NGO in Madhya Pradesh. **Gulzar**, renowned writer and film director, inaugurated the Helpline, which will offer expert opinion on medical treatment, educational help and appropriate expenses for various physical and mental disabilities on the **helpline number 5231111**.

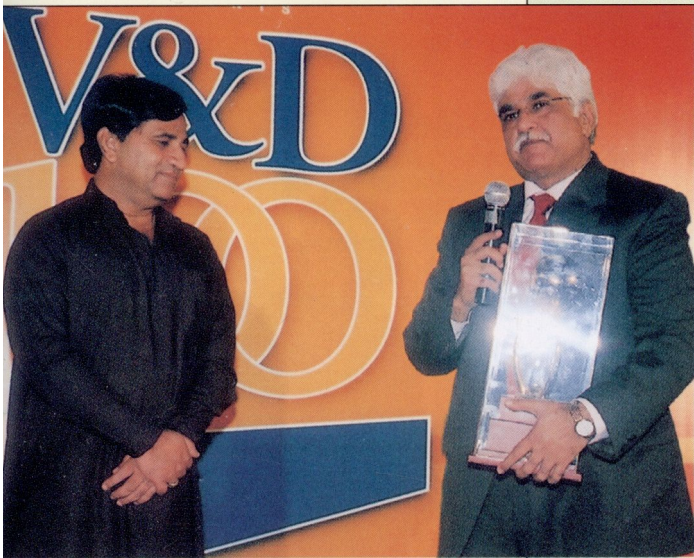


Atul Bindal receiving the **World Communications Best Brand Award** on behalf of Airtel, at a function in London

Airtel stars across the globe!

Amidst stiff competition from some of the most renowned global telecom brands, like **Orange, British Telecom, Starhub** and **M1**, Airtel was adjudged the **World Communications Best Brand of the Year**, constituted by the London-based **E-map Communications Group**. That's not all... Airtel was also the runner up in the **Best National Mobile Operator** category, next only to SingTel.

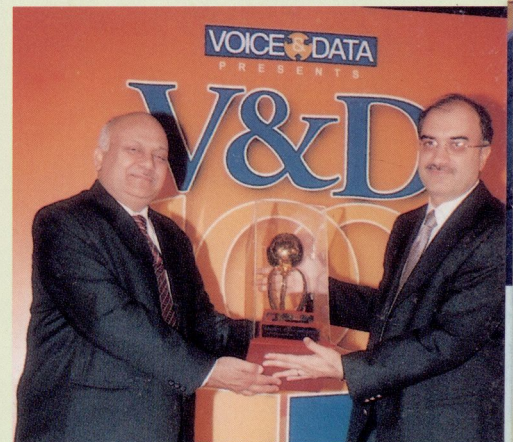
The jury for the awards recognised the growth in Airtel's brand awareness after the launch of the **Express Yourself** campaign, as well as the depth in its marketing effort, made by the use of Cricket legend **Sachin Tendulkar** as its brand ambassador in its campaigns. In the innovative campaign, **A. R. Rahman's** classic signature tune also became one of the most downloaded ring tones in India. *Kudos!*



Rakesh Mittal speaks a few words after receiving the Voice & Data **Top Telecom Manufacturer of the Year** award from Shri **Shakeel Ahmad**, Hon'ble Minister of State for Communications & IT, on behalf of Bharti Teletel

Bharti draws top honours at the Voice & Data annual awards, again!

Bharti Cellular Limited and **Bharti Teletel** were once again adjudged the **Top Mobile Service Provider of the Year** and the **Top Telephone Manufacturer of the Year**, respectively, by **Voice&Data**, India's leading communications magazine. Rakesh Mittal received the award on behalf of Bharti Teletel, from Shri **Shakeel Ahmad**, Hon'ble Minister of State for Communications & IT, while Sanjay Nandrajog received the award on behalf of Airtel. The awards, which are seen as the hallmark of the Indian Telecom & IT Industry, are decided after intensive in-house research and analysis undertaken by the publishing house.



Sanjay Nandrajog receives the Voice & Data **Top Mobile Service Provider of the Year** award, on behalf of Airtel



Bharti is *Most Respected* in the business world

Bharti wins Business World's Most Respected Telecom Company 2004 Award

Constituted by the premiere magazine **Business World**, these awards are given after companies are assessed on 19 parameters in a rigorous nationwide peer perception survey. Some of these parameters are **Quality of Top Management, Depth and Quality of Talent, Belief in Transparency, Ethics, Response to Customer Needs**, etc.

Bharti ousted last year's winner, Hutchinson, to win the coveted award, which was announced at a glittering ceremony in Mumbai, presided over by the Hon'ble Finance Minister, Mr. **P. Chidambaram**.





N. C. V. Rangacharya is the Bharti 'Entrepreneur of the Year'

Mr. N. C. V. Rangacharya, promoter of the Andhra Pradesh-based IT Company, **Cadsys (India) Ltd.**, is the winner of the **Bharti Entrepreneur of The Year award 2004**. This annual award, instituted as part of a joint initiative by the **Bharti Centre for Entrepreneurial Initiatives (BCEI)** and Ahmedabad-based **Entrepreneurship Development Institute (EDI)**, recognises the accomplishments of first generation entrepreneurs in the country, and includes a cash component of Rs. 1 lakh, a trophy and a citation.

The **ISO 9002 certified** Cadsys (India) Ltd. provides cutting-edge technologies in the field of **Geographical Information System (GIS)**. The award for the year 2004 recognises Mr. Rangacharya's high level of commitment to the quality and growth demonstrated by his company. The impeccable record of Cadsys India Ltd. is also reflected by the fact that, not a single delivery made by the company has been rejected by any of its customers.

Mr. **N. C. V. Rangacharya**, promoter of Cadsys (India) Ltd., receiving the **Bharti Entrepreneur of the Year award, 2004**

Sanjay Nandrajog and Arvind Mehra at a function to celebrate Airtel reaching the **3 lakh Customer Mark** in UP (West)



The Kustomer is King in UP (West)

Airtel in UP (West) & Uttaranchal is all set to further expand its network in the region. To provide an unmatched mobile service experience on a congestion-free network, Airtel has already **connected the three main highways** (*Delhi-Dehradun, Delhi-Meerut and Delhi-Agra*), and plans to **connect 6 new state highways** (*Muzzafarnagar-Bijnore, Bijnore-Nagina, Nagina-Najibabad, Nagina-Dhampur, Baghpat-Baraut, Bulandshar-Sikandrabad*) in the near future. Airtel will install over **120 new cell sites** taking the total number of cell sites in the region to 505 before the end of this year. An investment of Rs. 27 crores, in addition to the Rs. 76 crores already invested in the current fiscal, is already earmarked.



The state-of-the-art NOW vehicle offers convenience on the go

Here and Now!

In its endeavour to offer to customers in Kerala the best mobile service experience, Airtel launched its services in **Thekkady**, often referred to as the **pride of Kerala**, and a testimony to nature's splendour and human innovation. The services were launched by Sunil Mittal.

Airtel is the first private service provider to launch its service in Thekkady, and it now covers the largest number of towns among the private service providers in the state. Airtel also commissioned the state's first **Network on Wheels (NOW)**.

NOW is an indigenously developed, easy-to-move and self-sufficient mobile network, which can be installed temporarily at a strategic location within hours. This easy-to-move network has a 30-metre cell site when fully extended, and is mounted on a vehicle, 22 feet in length. The tower is self-sufficient and easily connects itself with any other network, through either VSAT or Microwave.

Airtel's NOW will thus be of great utility when installed outside sports complexes / stadiums / auditoriums, or during the staging of major events where a large gathering of people is expected.



Sunil Mittal, T. Elango and P. Swaminathan cut a cake to mark the celebrations of the launch of NOW in Kerala

Quite an Experience at this Centre

Rajan Mittal launched Airtel's first **Mobile Technology Experience Centre** in the country at the **City Centre, Salt Lake, Kolkata**. The Technology Centre has been specially designed by Airtel to provide its customers with a first-hand demonstration of cutting-edge mobile technology. There are more such centres to be rolled out across the country, including those in *Delhi, Mumbai and Bangalore*.

At the Centres, customers can experience various technology demonstrations, such as **BlackBerry, Live TV on mobile using the EDGE platform, Airtel Live services, SMS Appliance controlling system for handling electronics, Vehicle Tracking System, Touch Screen Kiosks**, etc.

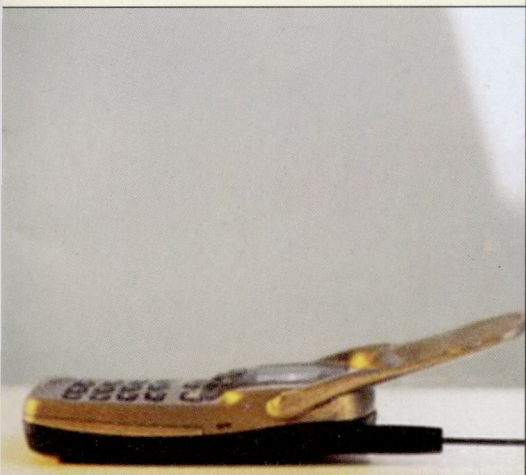


Rajan Mittal displays the BlackBerry handset at the launch of India's First Experience Centre in Kolkata. Also in the picture are Deepak Gulati and Anil Nayar

Airtel offers Gold!

India's first premium product for post-paid customers – **Airtel Gold** – offers preferential services like **Care Touch Access, Higher Credit Limits, Best Value Plans** and **India's first 64K post-paid SIM card**, with an enhanced capacity to **store 400 mobile numbers**. All of which makes it a first-of-its-kind Premium differentiation within the Indian Mobile Post-Paid segment.

What's more, customers also get a **Free VAS Trial of the Hello Tunes service** (callers hear songs and other sound clips instead of the traditional switchboard ring-ring) for a month of activation of their phone, available in 6 different languages (English, Hindi, Telugu, Tamil, Punjabi and Kannad).





Team Bharti celebrates the phenomenal success achieved by Airtel Enterprise Services

Airtel Enterprise Services – what an innings!

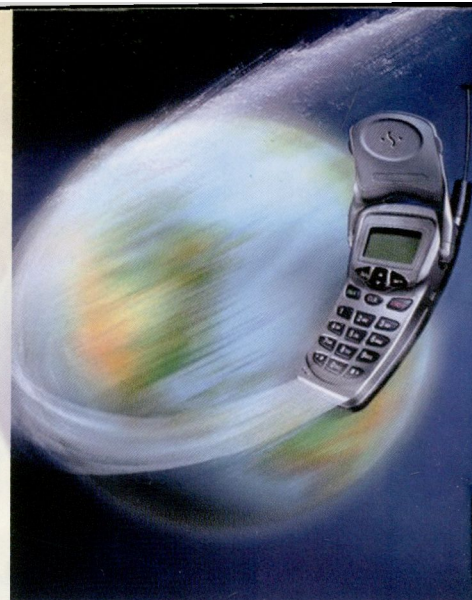
It's an amazing turnaround and it's right out of the top drawer.

From the days when it was making a loss of nearly Rs. 2.5 crore every month, to the day when it is an over **Rs. 500 crore enterprise**, the Airtel Enterprise Business unit has seen it all.

It started as an Internet Service provider at the peak of the dotcom revolution.

But then came a change in the business model. Airtel Enterprise business now provides **end-to-end world-class communication solutions to large corporates and enterprises**, and is introducing new paradigms in the telecom industry.

Over the course of the next 12 months, Airtel Enterprise Services' investments are expected to top Rs. 200 crores, in its bid to provide platinum services to top-notch corporates and enterprises in India. The unit recently celebrated winning the **Chairman's Business Excellence** award. Congrats to the unit and here's wishing them all the very best in the years to come.



Bharti wins Top Honours in the Hewitt Best Employer Survey

The **2004 Best Employers Survey**, a part of **Hewitt Associates'** global initiative, has ranked Bharti as second in the list of Best Employers in the country.

Bharti is the youngest and only telecom company to feature in the top 25 list. **The survey also adjudged Sunil Mittal as the Best People CEO the Year.**

In this annual survey by Hewitt, 272 companies from various segments of the industry participated this year. The survey depicts how people practices are aligned to meet employee needs, identifies linkages of people practices to business results and provides insights into the HR practices that differentiate Best Employers from the others. The study also analyses trends in human capital management cost, talent movement and leadership alignment. Bharti was 14th in this list, last year.



Rajan Mittal receiving the Hewitt Best Employer in India 2004 Award from Thiru Dayanidhi Maran, Hon'ble Minister for Communications & IT



**BEST
EMPLOYERS
TO WORK FOR
IN INDIA**

CEO Conclave - October 2004

*Transforming Bharti
Building an Institution for the Future*

bharti

Airtel
Express Yourself



Sunil Mittal addresses the august gathering at the Bharti CEO Conclave held in Malaysia

Fathoming the unfathomable!

Reports from the Bharti CEO Conclave in Malaysia

The second **Bharti CEO Conclave** of this year at Kuala Lumpur, was the forum for a strategic review of Bharti's businesses, whilst also delving on the strategies for the future and the focus areas for 2005. The CEO Conclave is a permanent fixture in the calendars of the Bharti senior management, and is convened twice a year.

Among the focus areas for 2005, are :

- Continued emphasis on Customer Delight** - *a race with no finishing line*
By harnessing the capabilities of IT and through well-designed processes, our endeavour will be to ensure that at each **moment of truth**, we meet and exceed the expectations of our customers.
- Institutionalisation of Bharti** - *building a constant core across*
Efforts would be directed towards defining constant and consistent methods, systems and processes in the areas of business operation, decision-making, performance monitoring, employee empowerment, leadership development, inculcation of the Bharti culture, change management and customer facing processes.
- Revenue Enhancement** - *from a billion dollars in revenues to a billion dollars in profits*
Through focused strategies towards customer retention, customer acquisition, development of new products and services, optimisation of the existing inventory of products and services and through financial prudence.

Also in the agenda, was the announcement and presentation of the **Chairman's Award for Business Excellence**. The following business units came up trumps :

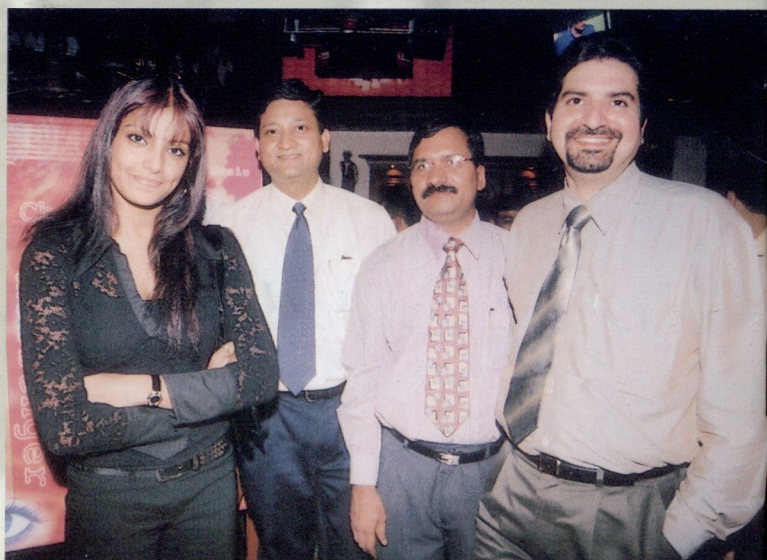
- Chairman's Award for Business Excellence, **Mobility** - Andhra Pradesh Mobile Circle
- Chairman's Award for Business Excellence, **Infotel** - Long Distance Services & Enterprise Services (joint winners)
- Chairman's Quality Award - **Bharti Cellular, Chennai**, for improvement in billing processes

Sights are now set for the next edition of the conclave in New Delhi.

Left to right : Rajiv Sharma (Enterprise Services), K. Srinivas (Mobility, AP), N. Arjun (Long Distance Services) and P. Swaminathan (Mobility, Chennai) received the Chairman's Awards from Sunil Mittal



Bipasha Basu, Bollywood actress, graced the occasion of the launch of Wi-Fi at Ansal Plaza, New Delhi. She is seen here with Suresh Jain, Jagbir Singh and Rajiv Kohli



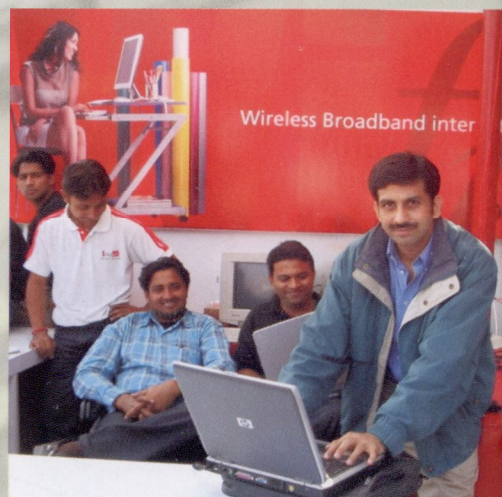
Ease out with WiFi

It's the **power of wireless internet** well demonstrated and put to the service of the masses.

In less than 10 months after the launch of **Wireless Fidelity (Wi-Fi)** by Bharti, the group has already launched Wi-Fi services in some of most important locations of the country. So while Bollywood heartthrob **Bipasha Basu**, launched **Broadband Wi-Fi in Ansal Plaza, New Delhi**, making it the capital's first Wi-Fi mall, Airtel Broadband & Telephone services wired the **Noor-us-Sabah hotel in Bhopal**. **Airtel Mobile became India's first GSM operator to launch Wi-Fi services in India**, by commissioning the services in **8 Public Hot Spots** including the **Cha Bar at Oxford bookstore, Bombay Gymkhana, Café Mocha outlets, Khyber, Indigo, Jewel of India, and Café Royal**.

Next came the unimaginable! All 18 halls, including the open spaces, restaurant areas, etc., of **Pragati Maidan**, the site for the internationally acclaimed India International Trade Fair (IITF), were Wi-Fi enabled by Airtel. Needless to say, the benefits to the more than 1.1 million visitors to IITF are innumerable!

Also Wi-Fi enabled are the **Sahara and Metropolitan malls** in Gurgaon, while the **Bangalore airport** is due to be Wi-Fi enabled very shortly.



Wi-Fi being launched at the Noor-us-Sabah hotel in Bhopal (above), and at Pragati Maidan, New Delhi (below, right)



Left to Right - William Ku, Sanjiv Mital, Ranjeet Mishra, Sunil Mittal and Vinay Misra at **GSM Asia 2004**

Bharti Telesoft - poised to conquer

GSM Asia 2004 at Singapore, which witnessed the participation of more than 2,300 delegates from 91 countries, was an affair to remember for Bharti Telesoft. The team participated in various sessions of the Asian platform, discussed various aspects of the rollout of 3GSM networks in Asia, 3GSM's importance in driving industry growth, and also capitalised on the available opportunities of business development.



Sunil Mittal received the coveted award from the Hon'ble Finance Minister, **P. Chidambaram**

Bharti is the 'Emerging Company of the Year' at the ET Awards 2003-04

At a function where more than 90% of BSE's market capitalisation gathered under one roof, on an occasion when the country's top hundred brands and their brand ambassadors were all present to raise a glass, India's Hon'ble Finance Minister, Mr. **P. Chidambaram**, presented the prestigious **Emerging Company of the Year 2003-04** trophy to Sunil Mittal. The ET awards recognise the contributions of those who have taught global business the value of core competence and today's modern-day business imperative, **co-creation of value**. The awards cheer those who have given a lifetime to creating wealth and distributing it, and others who have set standards of excellence in business and corporate governance.

Receiving the award, Sunil said, "Formation of one of the finest management teams is the key to winning this award. The award is an endorsement of a job well done. Bharti is determined to come back to win more awards here."



Chris Tobbit offers a piece of cake to Sunil Mittal to celebrate the **Half-Million** mark in Maharashtra

More Milestones and records... Bharti sets new benchmarks

These are feats unparalleled and benchmarks unheard of. Bharti crossed the **10 million-customer mark in November this year**. Quite a growth story from the days of launching its first mobile service in Delhi in 1995, and the first fixed-line service in Madhya Pradesh in June 1998.

In a bid to deliver growth that will see Bharti touching the next 10 million mark within the following 18 months, the two business units have already embarked upon and implemented, growth and leadership drives. Mobility launched **Project Bhartiya** to foster innovation and also drive process standardisation. Infotel has taken up several 360° projects, including **Customer Delight Campaigns**, like **Plus One – Beyond the Best** workshops and customer contact programmes, knowledge management and quality initiatives, aggressive rollout and customer acquisition targets, besides many others.

Meanwhile, **Karnataka became Airtel's third mobile circle to cross the million-customer mark**. On the occasion, the team also announced its plans to rollout services in a total of 241 towns, with an investment in excess of Rs. 300 crores.

The Delhi circle launched **Parivartan**, to celebrate the milestone of **1.5 million customers** in September. **Parivartan** encompasses a core strategy to reach a 3 million-customer base in the next 30 months, along with other dynamic innovations.

Airtel meanwhile usurped the **leadership position in Haryana**, after just 27 months of launch of its services in the state, while the **Maharashtra & Goa circle went past the half-million customer mark**. **UP (West) celebrated the 3-lakh-customer mark** and **Madhya Pradesh & Chhattisgarh crossed the 2 lakh customer mark**.

Kudos to all the teams!



Sunil Mittal and Jagdish Kini at the **1 Million Customer** celebrations of Airtel in Karnataka



Manoj Kohli and Sanjay Nandrajog launching **Parivartan** – a 360° effort by Bharti Cellular, Delhi, to reach 3 million customers in the next 30 months



Hemant Sachdev, Rajan Mittal, Badri Agarwal and Manoj Kohli unveiling the Unified Brand strategy

World-class Telecom Solutions...

1 Super Brand!

Bharti unveiled a unified brand strategy for all its telecom services, with Airtel as the flagship brand, designed to make life simple for customers by providing them **more choice, a larger distribution network, best value plans and unique bundling offers**. For instance, all Airtel customers will now enjoy a uniform, special service experience at nearly **600 Airtel Connects across India**. They will be able to pay bills, enjoy a common query redressal mechanism, experience the convenience of many more drop boxes and other best-in-class quality standards and processes.

Super Brand Airtel now offers a suite of *world-class telecom services and solutions*, ranging from **wireless to fixed-line, from data & broadband to long distance & enterprise services**. The strategy is pursuant to the government's *unified license regime*, and will result in cost efficiencies, economies of scale and quality advantages for Bharti, while also making Airtel **India's first truly integrated telecom services brand**.

Your world of communication just got simpler...



...simply Airtel



Mobile Services | Broadband & Telephone Services | Long Distance Services | Enterprise Services



Rajan Mittal spoke exclusively to Bharti Today



Q What necessitated a unified brand strategy?

A Our aim is to offer simplicity and leverage the strength of the Airtel brand. In a market, which has several players and multiple brands, a single brand approach makes it easier for the customer. At the same time, while servicing enterprises and small businesses, we realised that customers require a range of services and were being serviced by different sets of sales teams for each separate need. But what was required was a one-stop shop, something that helps us build on a long-term relationship with our customer. A unified brand approach is helping us do this. The approach also rings in the benefits of common identity, scale and size for Bharti.

Q Was the unified brand approach also a result of the unified license regime?

A I would say that the government's decision to usher in the unified licensing regime only hastened the process. However, this is not the only reason to opt for the unified brand approach. For instance, our fixed-line services are currently available in six states, but we plan to expand into more areas. Also, by the end of the year, Bharti will offer mobile services in all the 23 circles. With such network rollouts, it does not make sense to invest in multiple brands.

Q What does unification mean for Bharti?

A Unification means that Airtel becomes India's first truly integrated telecom services brand. It also becomes India's largest telecom brand. In addition, the group benefits from lower marketing cost, commonality of quality systems and processes, a lower servicing cost for existing customers and perhaps a lower cost of customer acquisition. In the longer run, we want Airtel to figure in the list of top five brands in India in terms of perception and recall.



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
E-mail : corporate.communication@bharti.com

Bharti Today is published by the Corporate Communications Team, and is designed and printed for Bharti Enterprises by **United Advertising & Marketing Services**
80/42, Malviya Nagar, New Delhi - 110 017
E-mail : uams@touchtelindia.net