

The in-house magazine of Bharti Enterprises

bharti today

Vol. 12, Issue 2, 2008

Pooja Yadav Class 2
Satya Bharti School
Village Mohlariya
Tehsil Behror

Dream, Learn, Achieve.

Read on for more...

A year @ CII
Have an easyday everyday
Empower to grow

CHAIRMAN'S NOTES

“ Dear colleagues,

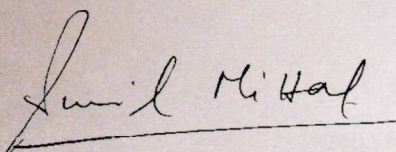
Recently, I completed my term as the President of Confederation of Indian Industry (CII). Leading India's premier industry body was truly a humbling and gratifying experience. Rolling out the 'Building People, Building India' initiatives and taking brand India to greater heights globally remained the high points during the year.

On the business front, we have made a solid and confident beginning in the retail sector. Roll out of Bharti Retail's small format stores 'easyday' has started with the opening of four stores in Ludhiana, Punjab. The enthusiastic customer response to these stores makes me confident about our overall roll out plan in the different formats.

Telecom continues to remain on a high growth curve. Alongside its phenomenal business success, Bharti Airtel has gone onto win global admiration for its HR Practices as well. An emphatic recognition of this has come in the shape of the Gallup Best Workplace Award. Ranked among the top 20 in the world, we would continue to draw top talent from across the world to drive the business onto the global turf.

In the last few months Bharti Foundation's Satya Bharti School Programme has successfully graduated to the next level. With 13000 students and more than 160 operational schools it is well set to become one of the most powerful CSR programs in the country. In recognition of the programme's growing admiration among all stakeholders, the Hon'ble President of India Smt Pratibha Devi Singh Patil was there to inaugurate the Satya Bharti School at village Lordi Dejgara in Rajasthan. It was a proud moment for all of us.

The Corporate Communications Team has done a commendable job by putting the Satya Bharti School programme on the cover of 'Bharti Today'. This symbolizes our serious commitment to nation building as a premier business group in the country. We would like to further strengthen this in future. I am looking forward to more such initiatives from our group companies in the coming days.

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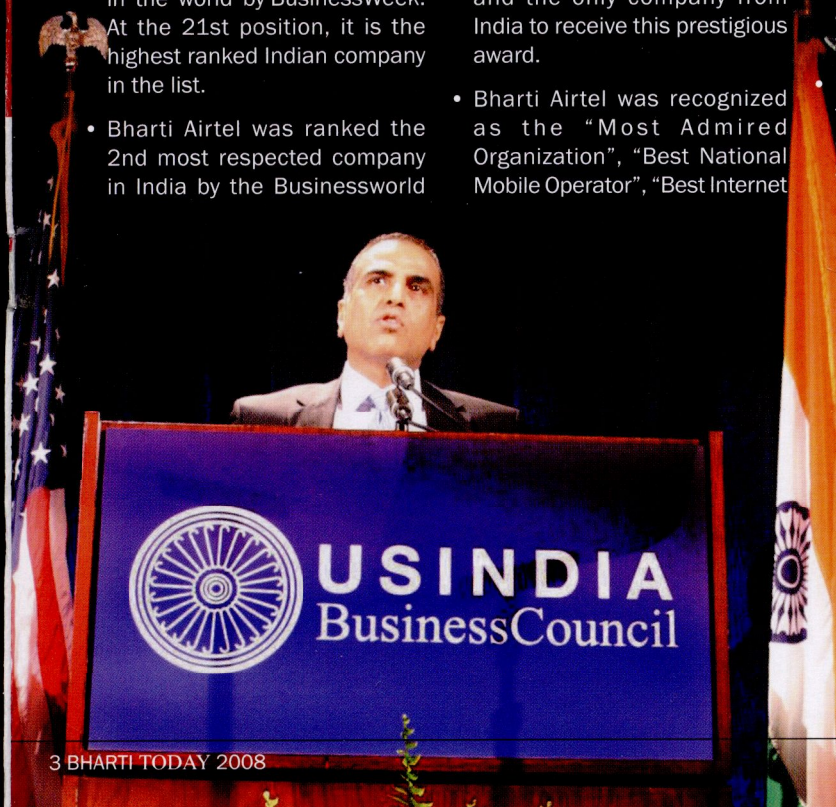
Sunil Bharti Mittal



▲ Sunil Bharti Mittal receiving the Global Vision Award from United States India Business Council (USIBC)

Awards & Recognitions

- Sunil Bharti Mittal has been honoured with the Global Vision Award of United States India Business Council (USIBC)
- Sunil Bharti Mittal was voted the 'Telecom Person of the Year' at the Telecom Operator Awards 2008.
- Sunil Bharti Mittal has been inducted into the International Telecommunication Union (ITU) Telecom Board, the leading United Nations Agency for Information and Communications Technology.
- Bharti Airtel has been named among the top 100 best performing infotech companies in the world by BusinessWeek. At the 21st position, it is the highest ranked Indian company in the list.
- Bharti Airtel was ranked the 2nd most respected company in India by the Businessworld Magazine in its survey of India's Most Respected Companies.
- Bharti Airtel received the Indian MAKE (Most Admired Knowledge Enterprises) Award for the second year in a row. The company is the only telecom service provider across the globe to have ever received the prestigious award.
- Bharti Airtel was adjudged the Best Mobile Operator and Best Brand at the World Communication Awards.
- Bharti Airtel has been honoured with the 'Gallup Great Workplace Award'. The company is one of the 20 companies worldwide and the only company from India to receive this prestigious award.
- Bharti Airtel was recognized as the "Most Admired Organization", "Best National Mobile Operator", "Best Internet and Broadband Operator", and "Best Ad Campaign" at the Telecom Operator Awards 2008.
- Bharti Airtel was adjudged the Best Carrier in India at the Telecom Asia Award 2008
- Bharti Airtel received the "Best Billing/Customer Care Solution" Award at the GSM Mobile World Congress, 2008
- Bharti Airtel was voted the Best ISP in the Broadband Survey conducted by PC World, one of India's leading technology magazines.
- Bharti Airtel was declared the Buzziest Brand at the Buzziest Brand Awards organized by Agencyfaqs for the third year in succession.
- Bharti Airtel was recognized as the 'Wireless Service Provider of the Year' at the 2008 Frost & Sullivan Asia Pacific ICT Awards.
- Bharti Telesoft won the Golden Peacock Innovation Award for its pioneering work in the field of mCommerce.
- Manoj Kohli was inducted into the prestigious GSM Association (GSMA) Board to represent the GSM industry from the Indian sub-continent and the Asian region in the apex body.
- Airtel was voted the 2nd Most Trusted Service Brand in the Annual Economic Times-Brand Equity, Most Trusted Brands survey 2008.
- Airtel won the Platinum Trusted Brand Award in the Mobile Service provider category in the Reader's Digest Asia Trusted Brands Survey.
- Bharti Airtel was voted as India's most innovative company, in a survey conducted by The Wall Street Journal.



▲ Akhil Gupta receiving the Most Admired Organization Award from Nripendra Mishra, Chairman Telecom Regulatory Authority of India (TRAI) at the Telecom Operator Awards 2008

▲ Sunil Bharti Mittal addressing the USIBC's 33rd Anniversary Global Partnership Summit in Washington D.C.

Dream, Learn, Achieve



Ladhawal is a village located 20 kilometers from Punjab's industrial town Ludhiana. Laughter and sharp squeals of joy waft across the field as one walks into the village. Looking around for children playing nearby, one realizes that the sound is coming from beyond the walls of a bright colored building. The locals introduce the visitors to the local Satya Bharti School with a sense of contentment.

Today, scores of these schools dot across the rural landscape of several states. Standing in the middle of non-descript villages, these schools have been adding color and happiness to the lives of thousands of underprivileged families in the rural pockets of the country. Launched in 2006, the Satya Bharti School is the flagship programme of Bharti Foundation. Reaching out to thousands of underprivileged, out-of-school and migrant children, it has made forays into the deepest rural pockets of the country and transformed innumerable lives.

The Programme has covered sufficient ground since its inception. It has gone from strength to strength and has seen a phenomenal rise in the number of schools and the number of children being enrolled every year. Today, with more than 160 operational Satya Bharti Schools, the programme is reaching out to over 16,000 children across Punjab, Haryana, Rajasthan and Uttar Pradesh. Intertwined with the reach of these schools, lie dreams of hundreds of children and parents. Many more are waiting to take wings to transform their lives forever.

All the programmes at Bharti Foundation encourage partnership by empowering the key stakeholders. This not only instills a sense of ownership, but generates a sense of responsibility and accountability which is critical for successful implementation of the programme. Dreaming of their children becoming well-groomed independent citizens of the country, community members have come forward in far-flung villages, offering

COVER
STORY

bharti



▲ Smt. Pratibha Devi Singh Patil, Hon'ble President of India, was at Village Lordi Dejgara, Distt. Jodhpur (Rajasthan) to inaugurate the Satya Bharti School in the village.
◀ Hon'ble President Smt. Pratibha Devi Singh Patil with Rajan Bharti Mittal and Member of Parliament Abhishek Manu Singhvi



personal plots of land completely free of cost for setting up of a Satya Bharti School in their village.

With supportive local communities behind it, Bharti Foundation aims to reach out to more than 2,00,000 children by 2010 through 500 Satya Bharti Primary Schools and 50 Satya Bharti Senior Secondary cum Vocational Training Schools, which would impart professional skills to equip students for future employment. The Foundation is truly going to be a powerful driver of 'inclusive growth' in Rural India.

“ Partnership programmes encouraged by Bharti Foundation empower stakeholders, instilling a sense of ownership, responsibility and accountability. ”

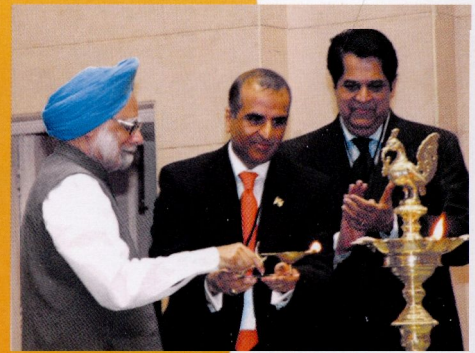
Ranidan Singh, a resident of village Shergarh, is over 90 years old. He wanted to leave behind something for his fellow villagers before his death. He realized that the only way he probably could make a difference to the lives of his fellow villagers was by donating his personal plot of land for the construction of Satya Bharti School in the village. He expressed a desire to visit the registrar's office to donate land. Even though he could not walk, he insisted that he be carried to the office so that he could personally complete all formalities for land donation. He was brought to the office, lifted by two people. Today, not satisfied at just having donated land, Ranidan sits at the construction site of Satya Bharti School at Shergarh, personally supervising the construction of the school.



▲ With Prime Minister Manmohan Singh and outgoing President R Seshasayee at CII Annual Session 2007



▲ With United Progressive Alliance Chairperson Sonia Gandhi at Annual Session 2008



▲ With Prime Minister Manmohan Singh and new CII President K V Kamath at Annual Session 2008



▲ With Lee Hsien Loong, Prime Minister of Singapore



▲ With German Chancellor Angela Merkel



▲ With Hungarian Prime Minister Ferenc Gyurcsany

A year @ CII

Sunil Bharti Mittal has just completed an eventful term as the President of Confederation of Indian Industry (CII).

Under Sunil's leadership, CII rolled out several initiatives around the theme of 'Building People, Building India'. The organization set up a number of Committees to identify priority issues and to interact with the government for policy formulation on education and skill development. The thrust was clearly on developing a blue print to prepare talent available in the country for

employment and entrepreneurship. Significance of the initiative lies in its potential to deliver inclusive growth in the country.

The year also witnessed the premier industry body making some deft moves overseas to take Brand India to greater heights globally. Success of CII's Incredible India@60 campaign in the US and Singapore and other initiatives during the year have clearly given momentum to India's efforts to shape forces of globalization in its favor.



▲ CII delegation headed by Sunil Bharti Mittal with British Prime Minister Gordon Brown at 10 Downing Street



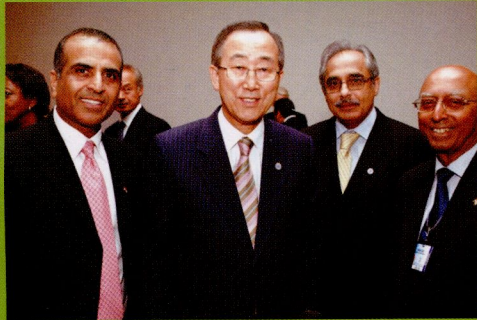
▲ With Leader of Opposition L K Advani at Annual Session 2008



▲ CII delegation lead by Sunil Bharti Mittal with then President of India Dr Abdul Kalam



▲ At the World Economic Forum 2008, Davos. (Also in picture) Praful Patel, Union Minister for Civil Aviation; Vilas Rao Desmukh, Chief Minister of Maharashtra,



▲ With Ban Ki-Moon, Secretary General, United Nations; Vijay Nambiar, Chef de Cabinet, United Nations and Tarun Das, Chief Mentor, CII, at the Annual Meeting of the Clinton Global Initiative

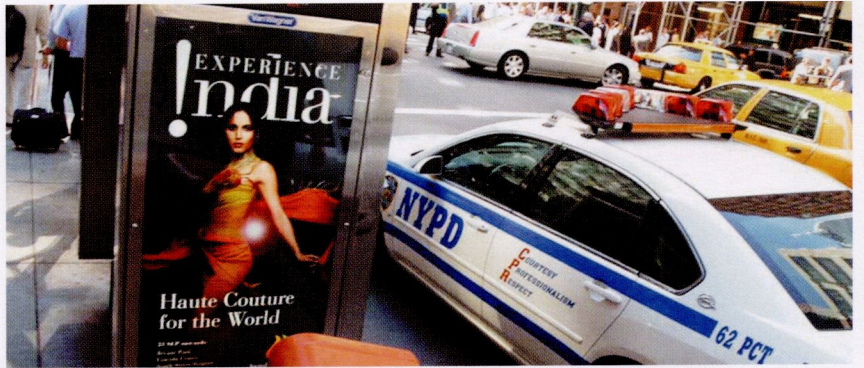


▲ CII delegation headed by Sunil Bharti Mittal with French President Sarkozy at the Elysee Palace

Taking India to the World



▲ At Incredible India@60 in Singapore



▲ Incredible India@60 in US: With Ronen Sen, Indian ambassador to the US, Vayalar Ravi, Union Minister for Overseas Indian Affairs, Nirmal Singh, Secretary, Ministry for Overseas Indian Affairs and Neelam Deo, Consul General of India, New York

BHARTI RETAIL

Have an even



▲ Rajan Bharti Mittal lights the lamp inaugurating Bharti Retail's first 'easyday' store in Ludhiana. (L to R) – Rajan B. Mittal, Rakesh Bharti Mittal, Raj Jain (CEO Bharti-Wal-Mart), Vinod Sawhny, Hari Abburi and Dippanker Halder donning Bharti Retail's blue and green colours

Easyday stores are here. Opening of Bharti Retail's small format stores in Ludhiana, in fact, happened to be the most eagerly awaited event in the burgeoning retail sector in the country. From consumers to competitors everyone had a reason to look forward to the D-Day.

The stores are a one-stop shop for a family's day-to-day needs. They bring together a wide product assortment. From daily-need groceries including staples, processed foods, bakery and dairy products, meat & poultry and fresh produce to personal care products to stationery, household articles to hosiery items, they store them all. Add to that the great in-store experience and service. The easyday stores offer it all.

Bharti launches easyday

▼ (L to R) Vinod Sawhny (second from left), Rakesh Bharti Mittal, Hemant Sachdev, Rajan Bharti Mittal and others after the inauguration puja

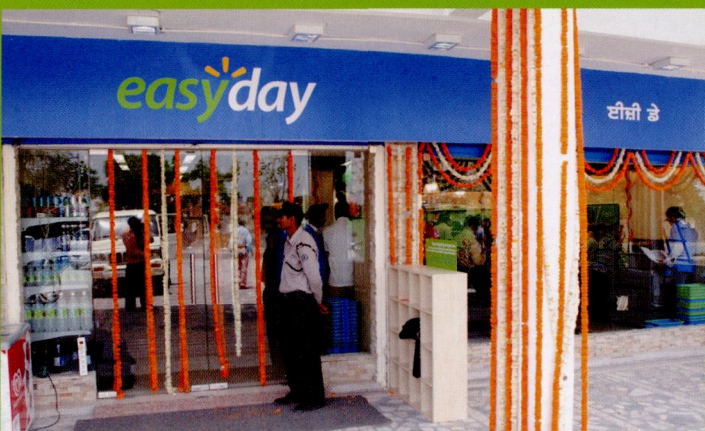


▼ Rajan Bharti Mittal and Rakesh Bharti Mittal going around the store.



easydays ahead...

Fulfilling the brand promise...



easyday yday.

Bharti Retail operates on a simple philosophy - 'Being the society we serve'. The stores are only an extension of the society that they are meant to serve. The company seeks to employ people in its stores from amongst the local population.

Bharti Retail has created an innovative employment model. The company is offering unique opportunities like flexi-hour work schedules for the first time to diverse workforce such as meat sellers, fruits & vegetable vendors, housewives, retired people, rural population, physically challenged persons and youth who could not complete their school & college.

▼ Store associates at Ludhina's Gole Market store present Rajan Bharti Mittal and Rakesh Bharti Mittal a photograph of store associates

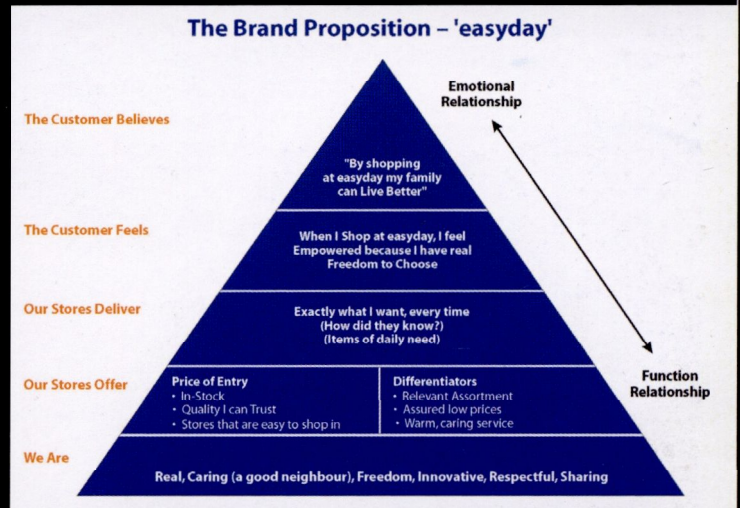


Most trusted neighbourhood store...



easyday

...easy access to a better life



'easyday - the name sounds unpretentious, easy to comprehend and yet catchy. It cuts across language and socio-cultural barriers and more importantly, makes the promise of making 'her' access to better life easy. The name has spontaneous appeal among customers. It conjures up an image of a store that will provide tension free shopping environment to customers who will not have to worry about finding what they are looking for. For a neighbourhood store - they found this name 'trustworthy'. Catering to the daily and weekly food and grocery needs of urban Indian families, the stores are intended to empower customers and their families to live a better life.

Bharti Academy of Retail

Bharti Academy of Retail has been set up by Bharti Retail to train store employees. The Academy runs a course focussed on basics of retail and customer service. The store employees have been provided intensive and structured training at the academy. In one of its kind model in India, the Academy currently operational in Ludhiana, has already trained about 1800 local people from diverse sections of society, thereby, contributing to their employability in the organized retail sector.



PEOPLE AT BHARTI



Empower to **GROW**

People constitute Bharti Airtel's key differentiator. This was reiterated recently when the Gallup's Great Workplace Award was bestowed on it. To be counted among the top 20 companies worldwide and be the only one from India worthy of this recognition speaks for itself.



Manoj Kohli

“ Our focus on empowerment continues to pay rich dividends in the shape of higher employee motivation and productivity. The multi-tier leadership development programme allows people to assume higher responsibilities and grow in our midst to realize both personal and organizational goals. ”

Talent Management

Airtel attracts the best manpower from across the globe because of its fine tuned Talent Management Process, which provides ample avenues for growth. Involvement of top management in talent identification and succession planning distinguishes the company from competition. Airtel Management Board (AMB) is now closely involved in Talent Review process of employees of Band 3 and above. The quarterly talent review meeting helps identify and grow top talent in the organization. Scope of lateral movement of talent through internal job resourcing enables talent to seek out its rightful place within the organization.

PEOPLE AT BHARTI

The Continuous Education Program (CEP) provides opportunities to band 1 and F employees to undertake external courses in premier institutes while working.

Excel in diversity

Airtel derives its dynamism from the diverse workforce it has created over the years. They come from all kinds of socio-economic backgrounds – rich-poor, rural-urban. The company's conscious attempt to promote gender diversity is being applauded all around.

Employee Development

Leadership development and cultural transformation is a continuous exercise at Airtel. Capacity building in People Management at Band 1&2 remains a key thrust area for the organization. People Managers' skill Programs like Winning Through People and Accelerating Performance Through People have been developed for Junior and Middle Management focusing on areas like team performance, coaching and engagement. The Continuous Education Program (CEP) provides opportunities to band 1 and F employees to undertake external courses in premier institutes while working.

Grow from within

- 30 percent of the positions (268 out of 903) filled through Internal job Resourcing
- 29 percent positions filled through Employee referrals

Work Life Balance

Life at Bharti is as much about professional excellence as about blooming in one's personal space. Thrust on Work Life balance continues bolster employee morale. Leave policy has been modified with increase in mandated annual leave from 10 days to 15 days. This allows employees to spend more time with their families. Another advantage comes in the shape of the Sabbatical Policy, which enables employees to take time off from work up to a maximum of six months to attend to personal exigencies. Provisions like flexi-time working, part-time working and work from home too help achieve the critical work life balance among the employees.

To provide general management perspective to the Middle Management, the organization has partnered with IIM, Ahmedabad to start the Business Management Program.

To further support its leadership transformation, Bharti Airtel has introduced a 360 degree feedback for its top leaders.

Gender Diversity

- Women constituted 10% (201 of 1989) of new hires in 07-08.
- Target for 08-09: 20% of new hires to be women in 08-09.

Senior Management Development Programme

- Airtel Leadership in Action (with INSEAD, Singapore)
- Airtel Leadership Development Program (with Centre for Creative Leadership, Singapore)
- Industry Dynamics, Strategy Formulation & Alignment (with Indian School of Business)



**BHARTI
AIRTEL**



Airtel Express

Travelling in Rajdhani Express trains have become a completely new experience for thousands of southbound passengers. Thanks to Airtel, passenger facilities in these trains have gone through a complete transformation. Crafted under the Public-Private Partnership

programme of the Railways, Airtel has funded an exclusive project to upgrade passenger services in three southbound Rajdhani trains. High quality flooring, clean toilets, soap dispensers, tissue paper dispensers, deodorant based toilet flushing have all combined to pep

up passenger spirits. Add to that, the trains now have on board housekeeping staff throughout the journey to maintain these facilities. So friends, welcome to Airtel Express.

Second GREEN REVOLUTION



▲ Sunil Bharti Mittal, Sanjay Kapoor, U S Awasthi, Managing Director, IFFCO with a beneficiary farmer

Availability of local *mandi* prices on real time is helping thousands of farmers across several states to strike good deals for their crop. Thanks to a pilot project run jointly by Bharti Airtel and Indian Farmers Fertilizer Cooperative Limited (IFFCO), farmers are also receiving information on weather forecast, availability of fertilizers, farming techniques, dairy farming, rural health initiatives. They are receiving these voice messages for free. In addition, the farmers can call a dedicated helpline, manned by experts from various fields to answer their specific queries.

Airtel and IFFCO are providing these services through their unique joint venture, IFFCO Kisan Sanchar Limited (IKSL). The JV is offering affordable mobile handsets bundled with Airtel mobile connections to the farmers across several states. Through these affordable handsets and free information packages, the unique venture has discovered a novel way to harness the power of telecom to empower the rural farmer to improve his productivity and trigger India's second Green Revolution.

Bharti Airtel

Tech Power

You may never get lost again. Bharti Airtel has joined hands with Apple to bring the highly anticipated iPhone 3G to customers in India. The savvy mobile user will soon be navigating his way through the twists and turns of a city with the GPS (Global Positioning System) of his iPhone 3G. Alongside GPS there would be a host of cutting edge features in this new glitzy device. With its large Multi-Touch display and innovative software, iPhone lets you control everything using only your fingers. Gliding through photo albums with a flick and zooming in and out on a section of a web page could be a thrilling experience.



▲ (from left) Donald Cameron, Sunil Bharti Mittal, Iain Williams, CEO of Airtel-Vodafone in Guernsey and Jersey in front of the new Airtel-Vodafone store in Guernsey

Castle Cornet - Guernsey's historic landmark lit up in red floodlights. The castle sits at the foot of St. Peter Port's picturesque marina and is the focal point of St Peter Port and capital of Guernsey.

Bharti Telesoft

'Hello Money'



▲ Sanjiv Mital (extreme left) receiving the Golden Peacock Award for Innovation for Bharti Telesoft's mobiquity mBanking solution.

Imagine your mobile phone doubling up as your bank, thereby, allowing you to complete your banking transactions while on the move. Bharti Telesoft has precisely facilitated such an initiative. It has tied up with Barclays to deliver the technology architecture for their mobile banking service, 'Hello Money'. This enables customers to access banking services anytime, anywhere via their mobile phones. This is the first time in India that banking services are available in such a convenient and cost effective manner. Priced at Rs. 30 per month, the service has already attracted thousands of users and is currently available on all major GSM networks, in 40 cities across India.

Guernsey Airtel

Airtel's new stop – Island of Guernsey

Airtel's mobile services have reached another picturesque tourist destination in the Channel Islands. After Jersey, the Island of Guernsey is the latest addition in the Airtel map. Guernsey Airtel has launched a range of innovative new products and services under the Airtel-Vodafone brand name. As part of the launch campaign, Airtel-Vodafone painted the town red, illuminating key locations like Castle Cornet, Guernsey Tourism and Beau Sejour during launch week. With a 1pence flat rate to call or text any Airtel-Vodafone mobile in the whole Channel Islands, Guernsey customers now have real value and choice.

GROUP NEWS

Bharti Teletech

Now Beetel Mobiles

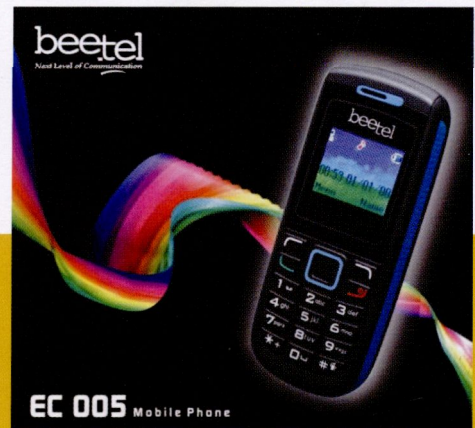
With millions of happy users of its fixed line phones behind it, Beetel has now stepped onto the mobile turf with its Ultra Low cost Handsets (ULCH). Designed to match the functional requirements of a low-end mobile user, the EC003, EC005 handsets have already made a huge impact in the markets of Rajasthan, Maharashtra and Orissa. Priced at Rs. 1125 (EC003) and Rs. 1500 (EC 005) they are expected to play a major role in growth of mobile telephony in rural India.

If Beetel's value for money mobile handsets are making a noise at the bottom of the consumer pyramid, the company's newly introduced ultra sleek digital 2.4GHz cordless phones are making a splash at the high end. The CB 67000 Lazer is the slimmest

cordless phone available in the country. The CB 69000 version is drawing rave reviews from consumers for the answering machine embedded in it.



CB 67000



EC 005 Mobile Phone



EC 003 Mobile Phone

Bharti Del Monte

Fresh Look

FieldFresh Foods now has a new name. With a new joint venture partner, Del Monte Pacific Limited on board, Bharti's fresh and processed food venture has been renamed as Bharti Del Monte India. The new identity clearly reflects the venture's commitment to move up the value chain to enter processed food segment. Despite the name change the 'FieldFresh' brand name will continue to drive business in the fresh segment. 'Del Monte' will be the go-to-market brand in the processed segment.



Bharti Resources

Learn to Excel

When you finally step into the New Delhi International Airport after its completion in a couple of years time, you may well be taken by surprise by the significantly enhanced customer service level. Behind this dramatic transformation in service would be Bharti Resources, which has already built a name for itself in end-to-end learning solutions specializing in the customer experience arena. The company is presently developing a training and development programme to ensure a globally benchmarked customer experience for over 25 million passengers traveling in and out of Delhi Airport.

While developing a world class customer interface eco system for Airtel, which involves designing and implementing learning initiatives for more than 28,500 employees, Bharti Resources has clearly developed a robust knowledge system to deliver across different business eco systems.



GROUP NEWS

Bharti Enterprises

Kick off

Football, the most popular sport in the world, is set for revival in India. In a grand Public-Private Partnership initiative, Bharti Enterprises have joined hands with All India Football Federation (AIFF), the official governing body for football to develop the game to global standards. Through a comprehensive National Football Development Program (NFDP), the Partnership will seek to promote a powerful sporting and football culture in the country. A world-class football academy to shape young talent on the lines of Club Academies in Western Europe and a host of other initiatives would surely be taking us closer to Indian Football's long held vision of seeing the Indian Football Team at the FIFA World Cup.



▲ (From left): Hemant Sachdev, Sunil Bharti Mittal, All India Football Federation (AIFF) President Priya Ranjan Das Munshi, Alberto Colaco, General Secretary AIFF at the MOU signing ceremony



Catch them young: Bharti Airtel joined forces with All India Football Federation (AIFF) to identify and develop young football talent in the Goa region. Twelve selected boys traveled to England for a week-long residential coaching programme at the famous Manchester United Soccer Schools' (MUSS).

Bharti AXA Investment Managers

Invest & Grow

Bharti's Asset Management JV with the AXA Group is ready to roll. After receiving the license from the regulator, Bharti-AXA Investment Managers is preparing to launch its first set of products in the Indian market. The initial suite of products submitted for approval from the regulator includes cash management products like Liquid Fund & Treasury Plus and a fixed maturity plan (FMP) apart from a diversified Equity Fund.



Dominique Carrel-Billiard, Global CEO, AXA Investment Managers interacting with Bharti-AXA employees.





Red Arrows

Sunil Bharti Mittal loves wearing different hats. Here is one more he wears ever so rarely. Very few among his admirers actually know that he is a licensed pilot. Though his busy schedule hardly allow him enough time to pursue his passion, Sunil never misses an opportunity to test his flying skills whenever he has an opportunity.

Recently, the Royal Air Force Aerobatic Team, the Red Arrows was here in India. The Team invited Sunil to fly their red, white and blue smoke spewing Hawk aircrafts as their VIP guest flier. The Hawk's Rolls Royce Adour engine which produces 5,200 lbs of thrust and can power the aircraft to a top speed of Mach 1.2 help it reach a maximum altitude of 48,000 ft. The keen aviator in Sunil had a wonderful session of flying with his Red Arrows teammates.

Sunil believes Red Arrows' daring and creative approach to their acrobatic manoeuvres has remarkable similarities with the spirit that drives us all at Bharti.



Address your contributions, thoughts, articles, suggestions, write-ups to:

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