

The in-house magazine of Bharti Enterprises

# bharti TODAY

Vol. 12, Issue 3, 2008



Big Transformations,  
Brave Actions

*Read on for more...*

**From their Diaries**

**e-GRAM**

**Airtel Delhi Half Marathon**



## CHAIRMAN'S NOTES



### *Dear colleagues*

*Over the years, our entrepreneurial passion has enabled us build a world-class telecom enterprise and diversify into retail, financial services and agri-business in partnership with global leaders. The journey has been extremely gratifying and today we are among the leading business groups in the country. As we move into the future, we now have a new vision: To build India's finest conglomerate by 2020.*

*It's truly a defining moment in Bharti's history. To accomplish Vision 2020 our actions from now on will be anchored on a new Brand Essence - Big Transformations, Brave Actions. We also have new brand identity now. It is about standing tall against all odds, looking beyond the horizon, opening new doors and being boundaryless.*

*Tomorrow's Big Transformations are going to be driven by an empowered set of people who will make it happen through their strong passion for innovation and entrepreneurial spirit. Openness and transparency is going to be our hallmark in the days to come.*

*Our actions have always been driven by a desire to create a meaningful difference in society. It will be more so in the days to come. Even as our businesses continue to pursue their endeavor to transform lives in their respective domains, Bharti Foundation will strive to make a direct contribution to the cause through its social projects.*

*In the last few months Bharti Airtel has undertaken a few strategic initiatives to reinforce its leadership. Bharti Telemedia has rolled out Airtel Digital TV, our DTH service. Going by the initial response, I am confident we are all set to redefine Home entertainment in the country in the times to come.*

*As we all know, the only thing constant in life is change. We have made momentous moves in the past and have made the most of it. Let's join hands to make Bharti India's finest conglomerate.*

Sunil Bharti Mittal



## AWARDS & RECOGNITIONS



▲ Sunil receiving the NDTV Profit Award from Hon'ble Union Finance Minister P Chidambaram

### NDTV Profit Business Leadership Awards 2008

#### Business Leader Transforming India

Sunil was chosen as the NDTV Profit Business Leader Transforming India, 2008.

#### Top Cellular Service Provider

**BHARTI AIRTEL** voted as the Top Cellular Service Provider of the Year at the Voice & Data 100 Awards 2008.

#### Top Broadband Service Provider

**BHARTI AIRTEL** recognized as the Top Broadband Service Provider of the Year at the Voice & Data 100 Awards 2008.

#### Technology Managers Forum 2008 Service Best Practice Award

**BHARTI AIRTEL'S** e-tize program won the Technology Managers Forum 2008 Best Practice Award in USA in the Business Process Improvement category. This is a cross-industry global award that recognizes quality achievements in technology management and business process improvement.

#### Forbes' 50

**BHARTI AIRTEL** entered the Forbes' list of 50 best listed companies in the Asia-Pacific Region.

#### NDTV Profit Business Leadership Awards 2008

**BHARTI AIRTEL** won the NDTV Profit Business Leadership Award 2008 in the Telecom category.



▲ Manoj Kohli and Sanjay Kapoor receiving the NDTV Profit Business Leadership Award 2008 from Hon'ble Union Finance Minister P Chidambaram

#### Dow Jones BRIC 50

**BHARTI AIRTEL** entered the Dow Jones BRIC 50 Index, a blue-chip index measuring performance of 50 largest and most liquid companies in Brazil, Russia, India and China.

#### Brand Finance India's Top 50

**BHARTI AIRTEL** ranked eighth among Brand Finance India's Top 50 Most Valuable (Company) Brands, 2008.

#### World's 25 Most Valuable Telecom Brands

**BHARTI AIRTEL** ranked among the world's 25 most valuable telecom brands by the UK-based brand valuation firm Brand Finance Plc. Valued at \$2.48 billion the brand is ranked 25th in the recently released list.

#### Asian CSR Award

**BHARTI FOUNDATION** won the Asian CSR Award 2008 for its Support and Improvement of Education among the rural communities.

#### Top Fixed Phone Vendor of the Year

**BHARTI TELETECH** voted the Top Fixed Phone Vendor of the Year at the Voice & Data 100 Awards 2008.



▲ Sunil Goyal, CEO, Bharti Teletech receiving the Top Fixed Phone Vendor Award at Voice & Data 100 Awards 2008



New Vision, **New Identity**

# To Build India's finest conglomerate by **2020**



▲ Rakesh, Sunil, Rajan and Akhil at the unveiling of the new Vision and Identity

**B**harti has come a long way from its modest beginning as a bicycle parts manufacturer in 1976. With a world class telecom enterprise, and a presence in retail, financial services and agri-business, the group today counts among the leading business conglomerates in the country.

As Bharti endeavors to scale up its presence in new areas, a new identity and strategic vision has come into force. Vision 2020 and the new brand identity reflect a strategic intent - to Build India's finest conglomerate by 2020. Bharti seeks to bring this about through "Big Transformations, Brave Actions". These two themes immaculately encapsulate Bharti's new Brand Essence and herald the beginning of a new chapter in its history.

Through its pioneering role in telecom, Bharti Airtel has already delivered a transformational impact on the country's billion plus population. Now, it's the turn of the group's emerging businesses - retail, financial services and agriculture - to create an impact of similar magnitude and essence in their respective areas. These new areas are clearly going to be the future growth engines of India's resurgent economy. Through the retail business, the group works towards enabling millions of customers save money to live a better life. It will also benefit farmers, small manufacturers and artisans across the country through



## COVER STORY



▲ At Bharti Airtel's Chennai office



▲ Celebrating roll out : At the Bharti Corporate office, New Delhi



▲ At Bharti Airtel's Lucknow office



▲ Unveiling of a new Identity

sourcing of products. The financial services bouquet of life insurance, general insurance and asset management strive to contribute to the process of financial inclusion in the country. With the agri and food processing business the group seeks to contribute towards the transformation of the agricultural sector and the rural economy. Notwithstanding the impact of its businesses, the group will be seeking to make a direct contribution to India's development through social projects by Bharti Foundation.

Bharti's new identity is about standing tall against all odds, looking beyond the horizon, opening new doors and being boundaryless. Come with this new identity is a new set of values, which will guide it in this challenging journey into the future.

The new Vision and Identity was rolled out in offices of group companies across different locations amidst much excitement. Vision 2020 clearly marks the beginning of a new chapter. Driven by this new Vision and inspired by the new identity the group will seek to impact lives around it through 'Big Transformations and Brave Actions'.

## Bharti Values

### Empowering People

"We respect others opinions and decisions. Encourage and back people to do their best."

### Openness & Transparency

"We believe complete honesty, trust and an innate desire to do good is the only way to work."

### Making It Happen

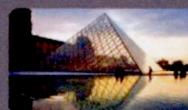
"We always strive to change the status quo. Innovate and energize new ideas with a strong passion and entrepreneurial spirit."

### Being Flexible

"We are ever willing to learn and adapt to the environment, our partners and consumers evolving needs."

### Creating Positive Impact

"We are driven by the desire to create a meaningful difference in society."



Pyramid shape, conceived as rays of sun coming down from behind a cloud. Directed **energy** flow.



Arrowhead symbolizing a movement that extends **over boundaries**. Swift, precision & accuracy.



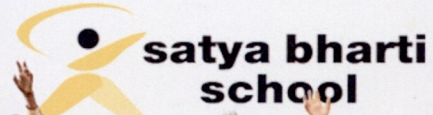
**Multi-dimensional**. Seeking out new avenues to grow. Not restricted, boundless.



Indigo/blue signify depth. Orange stands for youthful **passion** and energy.



## LIVING THE VALUES



# From their Diaries

**A**t Bharti, Corporate Social Responsibility is not just about making a financial contribution. It's about getting involved with the cause and making a direct contribution to it. Under the unique Employee Volunteering Programme, employees from across the group companies travel to the Satya Bharti Schools of their choice to get a first-hand feel of the school program being implemented by the Bharti Foundation. The Volunteers have contributed immensely to the Satya Bharti School Programme in their unique ways.

Here we capture some details of the experience of few Employee Volunteers from their own dairies.

*Prajakta Chaturvedi, Bharti Delmonte*

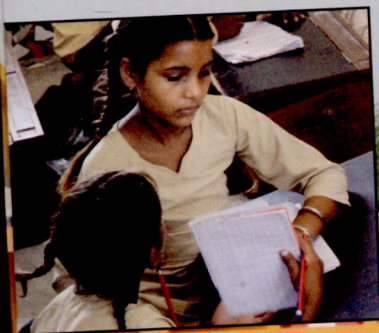
*At the Neemrana school, we got engaged with the kids in games & spelling exercises. We were truly amazed to see their enthusiasm. Some of them were exceptionally bright & smart and I am certain they will shine and make their parents proud!!*

*We did a tree-plantation exercise and planted 10 saplings from Neem to Pomegranate & Pipal. We had pooled in to buy poles, net, rackets & a box of shuttlecocks for the kids. So we cleared a patch of ground to create a badminton court.*

*No sooner than the classes were through, Govind, a Taekwondo Green Belt kicked off a special class for the kids. It was couple of days away from Janmashtami and the children presented quite a few folk songs and dances around that theme, with great aplomb and style. Overall, an enlightening experience.*



## LIVING THE VALUES



Anurag Prashar, Bharti Airtel Limited  
I came to know that Bharti Foundation was looking for a photographer to create a photo stock to be used in brochures, website etc. Being a photography enthusiast, I thought this was a good opportunity to give something to the cause.

We covered five Satya Bharti schools in the villages of Punjab - two days of shoot and three weeks of post-production work. It is satisfying to know that our work has been liked and found useful, but even more important was my experience during the assignment.

Two lasting memories for me - meeting with a 7-year-old who walks 3 kilometers each way to the school every day; the hot milk served in the hut of one of the children's family. Most heartening for me was that there were more girls than boys in every school; a fantastic multiplier effect for generations to come.

## Chirag Gada, Bharti Retail

The Satya Bharti School at Neemrana was a revelation for all of us. We started the day with a brief 'life skill' session. We taught the kids the nuances of dental hygiene, an issue that most parents generally take for granted. Some of the queries raised by the kids were both interesting and intriguing and did speak about the level of interest the kids had taken to the topic.

After building up a rapport with the kids through the dental hygiene session, we were on to our main activity of the day - a role-play session to impress upon the value of self-esteem. We made the children play roles in different life situations. The impressionable minds appeared quite receptive to the whole exercise. In the post-lunch session, we engaged the kids in a little song and dance session much to their excitement.



e-GRAM



## Dissolving Distance

Not long back villagers in Gujarat had to travel long distances to Tehsil and district headquarters to get their routine official work done. Thanks to the e-GRAM initiative, government offices have virtually traveled to the villages. Bharti Airtel completed this massive rural connectivity exercise linking 13,716 villages in less than six months.

**G**alkotdi is a small village in the Babra Block of Amreli district in Gujarat. The otherwise quiet Gram Panchayat office has started wearing a lively look of late, as scores of villagers are visiting everyday to get some of their official work done. Be it getting copies of their land records, or accessing examination results of their kids, or getting the birth or death certificates, they are doing everything over a visit to this office. For a moment, it seems the Government has traveled all the way to the villagers' doorsteps; a far cry from the days when everyone was traveling to the nearby Tehsil office or district headquarters or in some cases even the state capital to get them done.



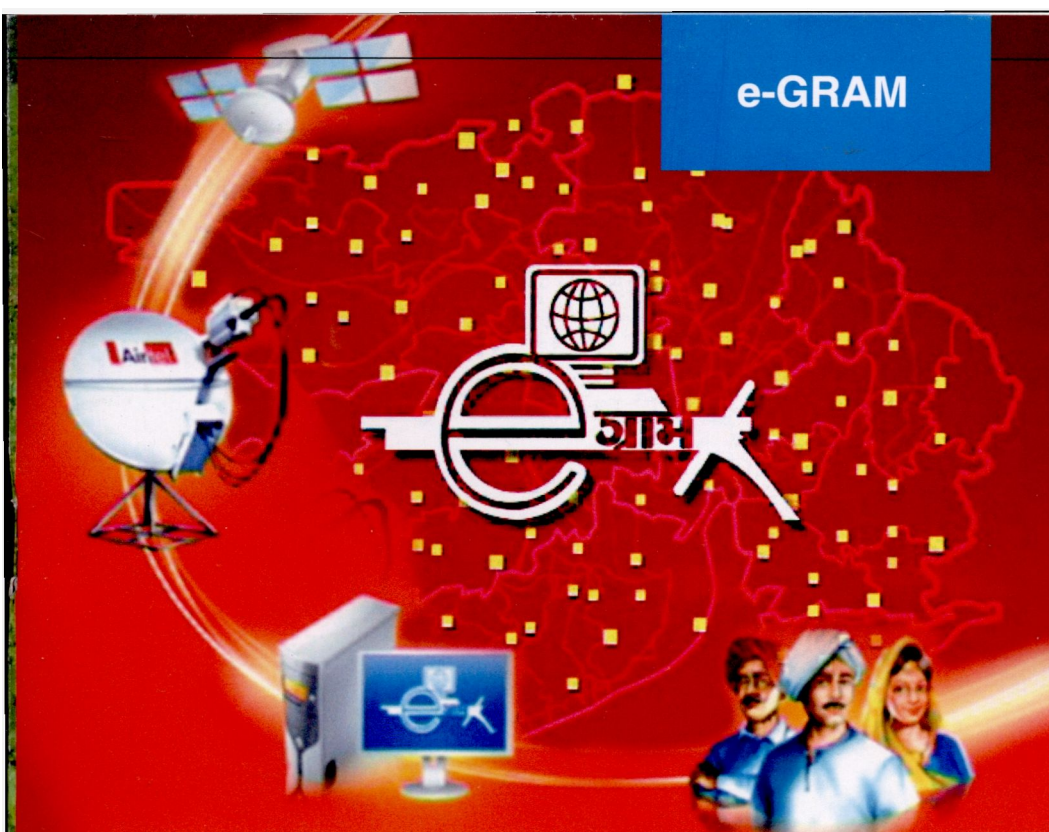
▲ The e-GRAM project being inaugurated by the Hon'ble Chief Minister of Gujarat Narendra Modi and Manoj Kohli at Amreli, Gujarat

Under the largest e-Governance project in the country, Bharti Airtel has connected 13,716 villages of Gujarat with the Common Service Centers (CSCs) located in different parts of the state. It's a comprehensive V-SAT-based solution to provide last mile connectivity to the villages. The network carries high quality and cost-effective video, voice and data services in the areas of agriculture, e-governance, health, education, etc. The infrastructure

also facilitates video conferencing services, VOIP services and intra & Internet services thereby creating a 'virtual highway' to these remote villages.

Thanks to this infrastructure, the Village Panchayats have suddenly turned into delivery points of services of the various government departments. Distance has suddenly vanished for residents in the



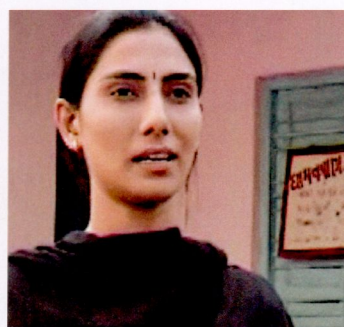


## e-GRAM

- India's largest rural connectivity initiative
- Covers a total travel distance of 7,50,000 kilometers
- Makes Bharti Airtel the largest V-SAT operator in the country

**Rashmiben Thakkar**  
Talati, Dhamtran,  
Central Gujarat

"We contact them through the 6 helpdesk numbers provided."



"The operator here helps us out, if there is any mistake in filling up the form."

**Solanki Lalitchandra M.**  
Talati and Mantri, Chapad,  
South Gujarat



"Instead now he gets all these documents locally and that too instantly."



▲ Villagers interacting with e-GRAM facilitators at the Gram Panchayat office



**Tejasbhai Bhatt**  
Villager, Bopal, Central Gujarat

remote villages in the state. Some of these villages are located in the tough terrains of Rann of Kutch prone to flood and other calamities and close to the Indo-Pak border.

Completing a project that covers a total travel distance of 7,50,000 kilometers in six months time was truly a huge exercise for the Airtel Enterprise Service Team of more than 200 people. Meeting such a timeline also meant that the team had to complete at least 100 sites a day. Even more fascinating is the fact that the project was completed 40 days before the given timeline!

While breaking the Digital Divide, the e-gram project has brought to the fore the five Es in governance – ease, economy, efficiency, effectiveness and ethics. Today, villagers are accessing government services efficiently, economically and with ease. e-GRAM also appears to have introduced some transparency into government administration, instilling a rare sense of confidence among the users. The five Es have ushered in remarkable wave of empowerment in the remote villages. Lives for these villagers have clearly changed for the better.





Bharti Airtel

# Airtel Delhi Half Marathon

On November 9, the city of Delhi converged to 'Rediscover the Joys of Running.' Young and old alike, everyone was there to run the first Airtel Delhi Half Marathon (ADHM). Beating the early winter chill, over 30,000 participated in the different formats of the race. Passion of the youth and the deep resolve of the old said it all as the Marathon route wore the Airtel colours. Professional marathoners from across continents were cheered on by onlookers as they strode through the Delhi roads. Ethiopia's Deriba Marga won the Airtel Delhi Half Marathon with a timing of 59.14 minutes.

The real fun for the Delhiites started when the veterans and people on wheel chairs took to the roads and finally the Great Delhi Run was kicked off. The Airtel brand ambassadors Saif Ali Khan, Kareena Kapoor and A R Rehman cheered the runners who were out to test their endurance over the

busy seven-kilometer stretch. Adding colour to this sporting extravaganza were two global sports ambassadors; Sir Richard Hadlee, the famous Kiwi cricketer and Jackie Joyner Kersee, two-time Olympic heptathlon champion. The Bhangra dancers and cheer girls on the marathon route did create a carnival-like atmosphere. The euphoria around was palpable. In view of the phenomenal success of the 2008 edition of ADHM it's worth waiting another year to discover the Joys of Running once again.





## GROUP NEWS



▲ Manoj Kohli, Atul Bindal and N Arjun at the national launch of Airtel Digital TV in Delhi

## Airtel Digital TV – Game Changer

TV viewing will never be the same again. Airtel Digital TV is here. The launch of the state-of-the-art Direct To Home (DTH) service promises to redefine home entertainment in the country. It offers the perfect blend of the latest technology, unique features and great content. The launch also marks Airtel's debut on the 'third screen' – the television – after mobile and computers via broadband. It's the culmination of Airtel's three-screen strategy. In the first phase, Airtel Digital TV would be available through 21,000 retail points including Airtel Relationship Centers (ARCs) in 62 cities.

Thanks to the brilliant commercial that made waves among the audience bringing together 10 celebrities for a single campaign Airtel Digital TV has made a grand entry into the Indian homes. Google trends show Airtel Digital TV to be the 3rd hottest or Most Searched Keyword a day after the TVC was aired. The commercial had over 18,000 views on You Tube!



◀ At the Technology tie-up announcement with Infosys Technologies for Next-gen Interactivity in Bangalore. (From left) S.D. Shibulal, Chief Operating Officer, Infosys, Atul and N Arjun

Besides latest technology, Airtel Digital TV has many firsts to its credit like a universal remote for both Set Top Box and TV that offer enhanced viewer convenience and highest Set Top Box memory enabling more interactive applications. Customers have access to exclusive content such as World Space Radio. It also offers a host of interactive applications such as iMatinee (booking cinema tickets), iTravel (browsing and booking travel packages), iShop (shopping on TV for your favorite brands), iCity (getting your city's information) and Widgets (updating oneself on latest stock news), 8 screen iNews and 2/4 screen for iSports. Armed with a powerful repertoire of content, Airtel Digital TV aims to capture 20 percent of net additions this year.



▲ Eager crowd at the Airtel Relationship Center in Gurgaon

Bharti Airtel

## iPhone – Midnight Entry

On August 22, as the clock struck 00.00, a new day begun for mobile users across the world. After a long wait, buyers were able to lay their hands on the much-awaited iPhone 3G when the first Airtel customer received her phone from Sanjay Kapoor in the crowded Airtel Relationship Center (ARC) in Gurgaon. There was a virtual scramble among prospective buyers to be among the first few to pick the sleek gadget. Indian buyers were particularly delighted as for the first time they had an opportunity to acquire a ultra new mobile gadget virtually simultaneously with their global counterparts.



## GROUP NEWS

### Airtel Innovation Fund

## Help Them Bloom

Content and technology for many value added services in telecom are provided by small companies promoted by innovative entrepreneurs. Bharti Airtel has now come forward to support such techno-entrepreneurs through the creation of a Innovation Fund for them. This first of its kind Fund in the country specifically targets the telecom sector to provide opportunities to budding entrepreneurs with a vision to build businesses based on innovative ideas. With an initial corpus of Rs 200 cr, the Airtel Innovation Fund intends to provide seed money to entrepreneurs to promote developments in technology, content and software applications. Young guns from the IITs and IIMs and bright entrepreneurial telecom executives would no longer be losing sleep over where from to get the next million to sustain their dreams.



▲ Manoj Kohli and Shaun Parmar at the launch in Delhi

### Bharti Learning Systems

## Backroom Boys



▲ Airtel Digital TV employees

Thousands are signing up for the newly launched Airtel Digital TV Direct To Home (DTH) service. But very few amongst us actually know about the company which has been playing a critical role shaping a winning customer service architecture. Bharti Learning Systems it is. Starting from recruiting quality personnel to imparting role-based training to over 2200 Installation Engineers, Call Centre Executives and Territory Sales Managers, Bharti Learning Systems is helping create a strong service differentiator for the DTH service

by ensuring an enhanced customer experience and consistent delivery of the brand promise. The company has also put in place a rigorous audit mechanism to ensure strict compliance to desired customer service standards. The audits are being conducted pan India, including field audits in application of soft skills, technical and functional knowledge. Kudos to the backroom boys who are determined to set apart Airtel Digital TV from competition through their innovative training methods and services.



Why and How - a concept note

### Beetel Teletech

## Tech 2 Masses

Bharti Teletech has defined its new Vision - "Enabling Technology Reach Masses". It will be about strengthening the Beetle brand and taking innovative technology products to a large mass of consumers by developing powerful distribution reach. The company aspires to be India's finest distribution services company by 2012. Sunil Bharti Mittal unveiled the Vision through an innovative video conferencing call. Over

600 employees from across Delhi, Mumbai, Bangalore, Kolkata were connected through a day-long interactive video conferencing session. It was a first of its kind application of technology to share the new vision with employees located over a number of geographically dispersed locations in a vast country. For a technology-driven company, application of technology truly starts at home!



## GROUP NEWS



▲ Sandeep Dasgupta and Akhil at the launch in Delhi

### Bharti AXA IM

## Be in the Top League

**B**harti AXA Investment Managers is on course for a rapid roll-out. Following the successful launch of its Liquid Fund and Treasury Plus funds, which were primarily targeted at the institutional investors, the company recently introduced India's retail customers to its maiden Equity Fund - Bharti AXA Equity Fund. The new Fund carves a niche for itself in the Indian Asset Management space with differentiating features like Daily SIP, Eco Plan and Quarterly Dividend Option. For the first time in the Indian Mutual Fund industry, Bharti AXA offers investors the option of a Daily Systematic Investment Plan (SIP) in the equity fund. The Zero balance account facility offered to customers has also turned out to be a pioneering initiative. The company aims to open 60 sales offices across 45 cities by December 2008. Introducing a slew of innovative products, it targets to be amongst the top 10 Mutual Fund houses with assets worth USD 10 billion under its management by 2012.

### Bharti Delmonte

## Tasty Bites

**I**ndian consumers now have the opportunity to enjoy select picks from the global product basket of Delmonte, the joint venture partner in Bharti's agri-business venture. Bharti Delmonte launched the first batch of processed food products in India recently. The juices, canned corn, pineapple slices, pineapple tidbits & fruit cocktail have turned out to be extremely popular. Picked from the best farms from across the world and processed and packaged under strict quality norms, Delmonte's products have made a great start in India. Having tasted success with the first batch, Bharti Delmonte is all set to roll out its new processed offerings regularly to Indian consumers.



▲ Rakesh at the launch of Delmonte products in India

### Bharti Telesoft

## Making a Difference in Rural Africa & Bangladesh

**C**reating technologies for developed markets invariably make better economic sense. But developing them for underdeveloped markets could be a challenge. Bharti Telesoft has excelled in this and making a difference to the lives of millions in developing markets of Asia and Africa. In Bangladesh, all three major operators – Grameenphone, Banglalink, Aktel have successfully deployed Bharti Telesoft's PreTUPs prepaid solution extending the reach of wireless telephony in rural Bangladesh. Global operator Orange too has done so in its operations across Africa making services affordable in rural areas. Furthermore, thanks to Bharti Telesoft's innovative offerings, some of the African operators have been able to deploy Virtual Phone Service that enable African consumers to share one physical phone and have individual mobile numbers. The company has truly been driven by the urge to transform lives where it matters most.

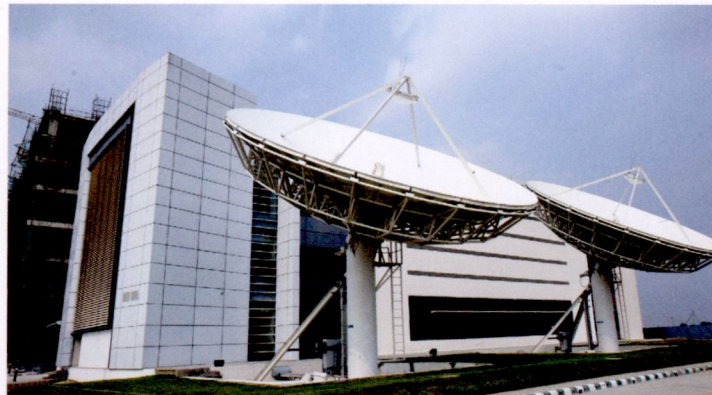




## GROUP NEWS



▲ The state-of-the-art DTH Center at Manesar, Gurgaon



### Bharti Realty

## Real Player

One glance at the state of the art facility for the Direct to Home (DTH) Service for Bharti Telemedia Ltd at Manesar will tell you something about the people who have created it. Over the last few years, Bharti Realty has been developing some of the finest commercial establishments in the NCR Region. The company is

coming up with Aravali Crescent along the Nelson Mandela Road, in Vasant Kunj, in South Delhi, which will house the Corporate office for Bharti Enterprises. Another landmark building is coming up along the National Highway 8 in Gurgaon to accommodate the Corporate Offices of Bharti Airtel Ltd and other Group companies.

Bharti Realty has truly come a long way since its low-profile beginning with a limited mandate to cater to the real estate requirement of group companies. Besides developing space for Bharti's own requirement, the company has also been developing properties for third party companies. It plans to create 4.1 Million Sq.ft of quality commercial space by 2010 at strategic locations in the country.

## Football Initiative

### Bharti Airtel support to the India Under-16 national football team.

Bharti's support for Indian Football moved one step further when it funded the U-16 national team's tour to the US and UK just before the Asian Football Championship. For the first time in the history of Indian football, the national youth team had received corporate funding support. Coached by Colm Toal, an Irishman, the team won

six out of seven practice matches it played in Virginia, USA. The team also toured UK to play other preparatory matches with training academies of premier English clubs Everton and Manchester United. Indian football needs many more of these small steps to graduate to the global level. And Bharti is ready for them.





## BHARTI FOUNDATION



## Run for a rural cause

**B**harti Foundation was there at the Airtel Delhi Half Marathon to spread awareness about the cause of education for underprivileged children. In a unique initiative, around 30 teachers from Satya Bharti Schools in 27 villages from across the states of Punjab, Haryana and Rajasthan ran alongside 150 school children from reputed schools of Delhi to raise funds for Bharti Foundation.

In this symbolic yet touching gesture, the kids from affluent urban families were running for the cause of their underprivileged rural counterparts. Such small but powerful gestures in fundraising will go a long way in driving Bharti Foundation towards its target of enrolling 200,000 students in 500 primary and 50 senior secondary schools under its Satya Bharti School Program by 2010.

## Helping Hand



▲ Rakesh and Rajan with Hon'ble Prime Minister Dr Manmohan Singh

**W**hen River Kosi changed course, millions were taken by surprise by its fury in Bihar. The State of Assam too faced a devastating flood situation. Millions were rendered homeless leading to an unprecedented human crisis in both the states. To support the ensuing relief operations undertaken by the state governments, Bharti Foundation spearheaded the fundraising campaign among Bharti employees. Thousands of them from across the Bharti Group volunteered to donate one day's salary and the amount was matched in equal by all the group companies and Bharti Enterprises. A sum of more than Rs 3 crores was donated to the Prime Minister's Relief Fund to supplement the efforts of the State Governments.



प्रधान मंत्री  
Prime Minister

New Delhi  
16 September, 2008

Dear Shri Mittal,

I write to convey my thanks to the Bharti Group and their employees for their generous contributions to the Prime Minister's National Relief Fund.

This gesture of support for our countrymen in distress will contribute to relief and rehabilitation efforts being undertaken in the flood affected areas of Bihar.

With regards,

Yours sincerely,

*Manmohan Singh*  
(Manmohan Singh)

Shri Rakesh Bharti Mittal  
Co-Chairman  
Bharti Foundation  
Plot No. 47, Udyog Vihar Phase-IV  
Gurgaon - 122 015

Encl: Formal Receipts.





▲ Suresh Nand with a copy of the first issue of Bharti Today

## namkaran

### Meet the man who christened Bharti Today

**B**harti Today has seen it all. Over the years, it has captured the group's transformation and growth in the most immaculate fashion. The magazine itself has changed substantially in content and look during this eventful period. As Bharti Today gets a new look and eagerly looks forward to a new future, it's perhaps time to recall the day a dozen years back when the first issue rolled out. Let's relive the moment from the memory lane and meet the man who gave the name Bharti Today.

Suresh Nand Dhondiyal, an Office Assistant in the corporate office, had won from among more than 25 contestants to name Bharti's news magazine in early 1996. Hailing from the remote village Jamriya in Pauri Garhwal in Uttarakhand, Suresh will be completing 27 years at Bharti come January 2009. Quite candidly, he confesses that he has enjoyed this long journey as much as anyone around him and had never a reason to look beyond Bharti through these years. Suresh enthusiastically recalls the day he won Rs 500 for coming up with the name Bharti Today. He believes Bharti gives a chance to everyone; it's just a matter of being enthusiastic about what you are doing.

▲ The first issue of Bharti Today, April-June 1996

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

Corporate Communications, Bharti Enterprises

47, Udyog Vihar, Phase-4, Gurgaon-122 015 (Haryana) E-mail: corporate.communication@bharti.in