

The in-house magazine of Bharti Enterprises

# bharti TODAY

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## Challenging the Status Quo

STRENGTHENING FOCUS ON GENDER DIVERSITY

# Chairman's Notes



Dear Colleagues,

As a business group, we measure our success not merely in terms of financial numbers but also in terms of our role as a driver of socio-economic change around us. Today, we are recognised as much for our game changing strategies as for our transformational impact on society. One area of change that we are particularly proud of is our efforts to create a gender diversified workforce and an empowering work environment for women.

Women bring in an alternate perspective to the table in male dominated workplaces. Greater participation by them in decision making invariably leads to more balanced and healthier results. Unfortunately, for historical reasons, women continue to be under-represented in the formal workforce. This is especially true of emerging and developing economies in Asia and Africa where we run our operations.

Despite the socio-cultural changes ushered in by economic liberalisation, gender ratios in organisations continue to remain skewed requiring special initiatives by employers. Over the years, we have undertaken several measures to encourage an increasing number of women to join our ranks. Some of them like Vijaya, Jyoti, Amrita and Abhilasha have gone on to assume key roles in our senior leadership team and are today counted among premier women leaders in the corporate world. We are truly proud of their achievements. We are intent on taking forward our initiatives in the days to come.

2011 has been a year of consolidation for us. During the year, the group flagship company, Bharti Airtel, restructured its organisational setup in India for a sharper market. It strengthened its leadership position through decisive marketing campaigns and the launch of 3G across different states. Our African operations have stabilised further. We have gone past the 50 million customer landmark in the continent besides acquiring a new license in Rwanda.

We are clearly poised for a fresh round of growth across our businesses in the new year.

Best Wishes

Sunil Bharti Mittal

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# Challenging the Status Quo

## STRENGTHENING FOCUS ON GENDER DIVERSITY

Over the years, the Bharti Group has increased its efforts to encourage women to join its workforce and attain positions of high responsibility. The group is taking significant steps by organising women-centric forums, establishing mentorship programmes, and implementing women-friendly policies to emerge as an equal opportunity employer in both letter and spirit.



First Row (left to right): Mamta Saikia, Head of Development and Alliances at Bharti Foundation; Abhilasha Hans, Chief Service Officer of Airtel's Consumer Business; Vijaya Sampath, Advisor to the Chairman; Nidhi Chauhan, Head of HR at Beetel  
Second Row (left to right): Jyoti Pawar, Director of Legal and Regulatory at Airtel; Amrita Gangotra, Director of Information Technology at Airtel

## Challenging the Status Quo

It is never easy to break free from the deeply entrenched socio-cultural biases that beset developing societies, where women assume traditional roles of home makers more out of compulsion than choice. By default, organisational structures tend to mirror this unequal role distribution and can break away from this mould only if they walk that extra mile. This is where the Bharti Group is laying its focus- to leave no stone unturned in creating an empowering workplace for women. Senior leaders from across the group express unanimous confidence in the company's commitment to create a level playing field, for men and women alike.

Abhilasha Hans, Chief Service Officer of Airtel's Consumer Business, couldn't agree more. Having been with Airtel since 1995, when the company launched its first operations, Abhilasha has witnessed the evolution of the company and its gender ratio over the years. She sees the increased focus on gender sensitivity as a positive change and is confident that Airtel will benefit greatly from it. "Women bring in an additional aura of professionalism. They offer different perspectives to business, understand consumers well, have a greater eye for detail and are more



comfortable with multitasking. They are also good team players," says Abhilasha.

"Indeed," adds Inder Walia, Group Director, Human Resources, Bharti Enterprises. "We are not driving diversity for the sake of diversity but because we believe that a better representation of women in the organisation will also help add value to our business."

In the last one year alone, Bharti Walmart has hired two more women in its executive leadership team, Riju Vashisht, Executive Vice President - People, and Nandini Sethuraman, Chief Marketing Officer.

## Exploring the gender dividend

Ensuring gender diversity is easier said than done. The group however is surely and steadily pursuing various channels to improve its gender ratio, and encourage women employees to take up strategic roles across its operations worldwide. Since the group companies differ in the nature of operations and stage of business evolution, the policies and initiatives carry nuanced differences. Broadly speaking however, the

initiatives include mentoring programmes, childcare services, flexible work hour options, maternity leave, and sabbaticals with an option to re-enter the workforce. In addition, the group companies have a robust issue and grievance addressal system, and run various development programmes to equip the women workforce to excel in their current roles and prepare them for future leadership positions. ■

*All Smiles and Happy at work!*



### Mentored to grow

Vijaya Sampath, one of the senior most leaders at Bharti, has a pragmatic approach to balancing the gender equation, “While there is no quick fix solution, the focus should be on merit. It is also of prime importance to establish a legacy of strong women role models, sponsors and mentors for aspiring women leaders.”

Vijaya herself has been involved in several initiatives geared to boost a healthier gender ratio at Bharti – ranging from participating in forums, meeting up with senior women leaders of the company to assess the progress being made in this area, and leading mentorship programmes.

Mamta Saikia, the Head of Development and Alliances at Bharti Foundation, the philanthropic arm of the Bharti Group, gives a lot of credit for her growth to her mentors, Vijaya and Tina Uneken, who is currently Director, Bharti Airtel International Netherlands B.V. “The mentoring programme is like passing the baton of knowledge and professional wisdom. I learnt a lot from Tina and Vijaya and then passed on my learning forward, by mentoring my team members,” adds Mamta. Mamta is also responsible for mentoring the state staff and teachers from across three Satya Bharti Schools.



*Amrita Gangotra, Director for Information Technology at Airtel, and a member of the Airtel Management board with her mentee, Shefali Malhotra, Controller, Airtel B2B business.*

**“Through the mentorship programme, Amrita familiarised me with the challenges of corporate life. I was given valuable insights on ways to strike a work-life balance and trained in leadership skills which have held me in good stead.”**

**– Shefali Malhotra, Controller, Airtel B2B business.**



*Mamta Saikia with the students of Bharti Foundation*

### Astitva and Diva



Pria Warrick's personality training session organised by Astitva

Astitva was established in 2010, at the Airtel Center, Gurgaon, NCR, India. The forum regularly organises various events geared to generate awareness around a wide range of women-centric issues including seminars on health-related matters and personality development.

On similar lines, in Airtel Africa the 'Airtel Diva' platform was recently established. Airtel Diva is



Forum on Breast Cancer Awareness organised by Astitva

a forum for women managers to meet and discuss issues, and counsel their peers and team members on leadership skills and work-life balance. Still in its nascent stages, the platform is currently being crystallised at the company headquarters in Nairobi. It will gradually be established across Airtel's operations in the continent to take the mandate forward. ■

### Flexible hours

Dolly Grover, Head of HR at FieldFresh Foods, explains how the FieldFresh Foods team abounds with women in various support and lead functions, possible to a large extent because of the flexible work hour option. Most of these employees have a proven track record of setting the right processes. "Our women employees have contributed significantly to setting up the business and our brand," says Dolly.

Kamini Prasad, COO, Higher Education, Centum Learning adds, "We give employees the freedom to work from home and opt for flexible timelines during personal exigencies. This is a win-win situation, since it ensures happier employees who can deliver quality work."

All Bharti group companies recognise the need to provide opportunities to its employees to strike a

healthy equilibrium between their professional and personal lives. The policy framework clearly define flexible work options such as variable work hours, part-time working options, teleworking, working from remote office location, and work from home. ■



**"Our policies like selective working from home and occasional flexi hours, floating holidays on special occasions such as a birthday or anniversary and even location facilities like a crèche make it**

**much easier for women employees to manage home and work, nearly equitably."**

– Ruchi Aggarwal, AVP Marketing at Comviva

**"Flexible work hours gives employees the freedom to pursue professional goals, follow their passions and fulfill family commitments. This helps strike a very healthy balance, especially for women."**

– Anouchka Pathirana, HR Head, Airtel Lanka



*Bowled Over: Anouchka Pathirana is an ace bowler and thorough professional!*

### Home alone no more

Aaryavrat's face lights up when he sees his mother, Tusharika Govil, a senior manager at Airtel walk in the door of the Airtel Day Care Center. Tusharika has been called in today by the supervisors of the Airtel Day Care Center since Aaryavrat has been unusually quiet since morning.

"Aaryavrat is going to turn one soon. He needs to be taken good care of at this age. It's very comforting to know that he is close by and in the same building," says Tusharika, ruffling her son's hair as she looks at him dotingly. Aaryavrat is back to playing with the other children now and his mother, reassured, prepares to leave. "The Day Care Center has made my life so much easier. It is professionally run, it is hygienic, and has plenty of props for kids to have fun and learn. It has truly been a blessing in disguise for me."

Helping employees balance out their commitment towards family and work, the Bharti Group launched the Airtel Day Care Center last year to offer child care services. The Day Care Center is meant for children in

the age group of 6 months to 3 years, and runs between 8:30 am to 7:00 pm on weekdays. Employees of all group companies operating from the Airtel Center can avail its facilities.

Tucked away from the busy corridors of the Airtel Center, the crèche is a clean and colourful haven for children, well-equipped with colouring books, toys, a mini gym, a study area, rows of comfortable beds, a spic and span kitchen, musical instruments and various learning based games. Not surprisingly, within a year of launch, it already has 25 children enrolled, of which nearly 60% are the offspring of women employees. ■



Tusharika with Aaryavrat



Tulika with the children at the Airtel Day Care Center

**"The safety and well being of children is always a big worry for working parents, especially working mothers. When we first started the Day Care Center, employees were a little apprehensive. Over time however, we have been able to build credibility as being a safe and well run crèche."**

– Tulika Rana, Senior Manager, HR, CSR and Diversity. Tulika has been deeply involved in establishing the Airtel Day Care Center initiative.

### POSH



Shubha Srivastava, POSH Chairperson, regional committee, North, speaks to employees about the subject

In ensuring a safe, respectful and healthy workplace environment, prevention of sexual harassment (POSH) is taken very seriously at the Bharti Group. Answerable only to Bharti's Board of Directors, the POSH committee operates at the group level and works as a safety net for women and men equally. In addition, it looks into not only cases of sexual harassment per se, but all reported events believed to stem out of gender-bias.

With Vijaya at the helm, the Group Committee for POSH, oversees four regional committees. The POSH team has a two-pronged approach: to generate awareness on the topic and investigate reported violations. While investigating reported violations, external members are invited to the panel since this helps bring in an objective and balanced perspective.

"Everytime we get a case we put in our 200%. Based on an objective assessment and a thorough review we then provide our recommendations. Since there is no discrimination against either gender in our handling of the cases, POSH plays a meaningful role in promoting gender diversity across Bharti's group companies," says Shubha Srivastava, Chairperson, regional committee, North.

The Bharti board of directors takes the POSH initiative very seriously. Every year a report on the cases handled is submitted for review. The board then assesses the actions taken and suggests further improvements if it deems necessary. ■

### Development programmes

"We have adopted a three pronged approach: attract the right talent, retain the right talent and promote it the right way. This approach has started reaping results," says Inder.

Attempts to train employees, with special focus on women employees, are underway at most Bharti Group companies. Madhavi Goyal, General Manager, HR, at Bharti Infratel elaborates upon some of the development programmes currently in place. "Infratel has taken bold initiatives to improve its gender ratio. We have a nine-month recruitment programme wherein our fresh recruits, many of whom we ensure are women, have to be on the field managing stints in every function. They are trained and mentored to handle the logistics and pressures of the job by the respective circle head and the operations head. This ensures that male and female employees are at par with each other."



Achieng Butler addresses the 2010 CEO Conclave

**"The selection for Training and Development programmes is merit based, though special attention will be paid during the selection process for these programmes, to ensure sufficient participation by women."**

– **Achieng Butler**, Director Brand & Media, Airtel Africa

"In the Kenya operation, about half of our senior leadership team comprises women. We are trying to formalise some of our processes to encourage women to take up more strategic roles across all of our operations in Africa," says Yves Mayilamene, Chief Human Resources Officer, Airtel Africa.

Airtel Africa encourages women to participate in the development programmes it has established for its employees in renowned business schools such as INSEAD in Singapore and others in South Africa. ■



# Rising above the **glass ceiling**

Vijaya Sampath shares her views on the progress made by the Bharti group, in providing equitable growth opportunities to its women employees.



In 2004, the year I joined the Bharti group, I was the only woman participating in the CEO conclave. Things have changed a lot since then. Today the conclave is dotted with enthusiastic and dynamic women leaders occupying their pride of place in the company, so yes the glass ceiling has certainly started cracking. There is still a lot that remains to be done before it can be brought down completely though.

I think having a few women leaders is tokenism unless complemented by a wide base of women at the mid-management level. After all, it is good representation which helps change the mindset at the workplace.

The group is working towards this by building a healthy gender ratio and has rolled out some good initiatives which encourage women to take on more strategic roles. As the next step, it has to be more pro-active in ensuring that these initiatives are implemented in a sustainable manner.

If we are to make a mark as individuals and as a company in a highly competitive world, it is necessary that we follow up on initiatives which help encourage a culture of 'high performance, happily delivered'. This can only be possible if employees, men and women alike, are motivated enough to put in extra hours into work when necessary while striking that delicate equilibrium with their commitment.

*Counted amongst the top General Counsels in India, Vijaya Sampath is one of our most senior women leaders at the Bharti group. Having joined the group in 2004 as the Group General Counsel and Company Secretary she has handled a portfolio of strategic roles, and has played a key role in arbitrating important initiatives including Mergers & Acquisitions. Vijaya retired this year. She currently supports the group as Advisor to the Chairman. ■*

# Skill development for gas tragedy victims



*Class-in-session: Bhopal Gas Tragedy rehabilitation project*

**A**t 19, Taruna Pahuja is mature for her age and zealous about her dreams. This was not always the case though. By her own admission, Taruna grew up with a certain sense of futility. “My father was one of the victims of the Bhopal Gas Tragedy. Though this never interrupted with our lives in a prominent way, the shadow of this unfortunate event somehow always lurked over our lives.”

“It is a lot different today because companies like Centum Learning are taking initiatives along with the Government and seeking to improve conditions for Bhopal Gas Tragedy victims and their families. Through the rehabilitation course it offers, Centum is contributing significantly towards making our families more optimistic about life and the opportunities it holds,” she adds with a smile.

Centum Learning launched the Bhopal Gas Rehabilitation Project earlier this year. The course is meant for the families of those affected by the Bhopal Gas Tragedy, a toxic gas leak in India considered to be one of the world’s worst industrial catastrophes. Formalised through



*Standing tall: Taruna (second from right) flanked by her new colleagues*

an MoU signed with the Directorate of Gas Relief and Rehabilitation in August this year, the project aims to train candidates in Telecom Sales and Organised Retail.

Sanjeev Duggal, CEO, Centum Learning, explains the vision behind the programme, “The Bhopal Gas Rehabilitation Project aims to provide afflicted families with a second chance. We wanted to help rebuild a distressed society and what better way to do it than provide employment opportunities? It’s a good initiative and it has been received very well.”

The training comprises interactive sessions on confidence building,

grooming, body language, extempore and language skills. Centum ensures placements for most of the certified candidates, with reputed organisations including Eureka Forbes, Aegis BPO, First Source Limited, and Airtel.

Taruna was among the first batch of students to have enrolled for this course. A second year student of Bhopal University in Madhya Pradesh, India, today Taruna juggles a course in Bachelors of Commerce and a job at a leading global business process outsourcing company. “This is my first job and I will put in my cent percent into it. My income from this will help me fund my MBA after I graduate. I want to buy a bungalow and a car for my parents in the next few years,” she says confidently. These are big investments, but Taruna seems quite bent on the idea. “Even till a few months back I was not this optimistic, but I know now that it is possible.”

More than a 1000 people have already applied for the Bhopal Gas Rehabilitation Project with around 200 people having completed their training so far. ■

# Love to run: Airtel Marathon 2011

On the misty morning of November 27, 2011, Airtel Delhi Half Marathon (ADHM) with characteristic flair brought together professional runners and enthusiastic participants from across countries, age-groups and communities to the Jawaharlal Nehru Stadium, the venue this year. Rakesh Mittal, Rajan Mittal, Shah Rukh Khan, and Bipasha Basu flagged off the marathon at 7:10 a.m. along with other dignitaries.

In spite of the dip in the temperature, the thousands of participants gathered at the venue threw lethargy to the wind and put their best foot forward to complete the stretch they had opted for! Continuing the ADHM tradition, four races were organised: The 21 kilometer half marathon, the 7 kilometer Great Delhi Run, the 4.3 kilometer run for senior citizens, and the 3.5 kilometer wheelchair race.

Lelisa Desisa of Ethiopia won the men's overall title, and Lucy Kabuu from Kenya won the women's overall title.

After a successful three-year stint, Airtel renewed its contract this year to continue as the title sponsor of the Delhi Half Marathon series. ■



The 3.5 kilometer wheelchair race for the differently-abled



The 4.3 kilometer run for the elderly



Participants unleash their adrenalin for the 21 km stretch



Cheering on the Great Delhi runners (from right to left) Sanjay Kapoor, Rajan Bharti Mittal, Shah Rukh Khan, Bipasha Basu and Rakesh Bharti Mittal



At the award ceremony with (Right to Left) Rakesh Bharti Mittal, Shiela Dixit, the Hon'ble Chief Minister of Delhi and Rajan Bharti Mittal

## Redefining a belief: co-create to innovate

A big part of Airtel's success lies in its customer centric approach. To strengthen this, Airtel's B2B business recently launched the 'Customer Advisory Council', the first-of-its-kind in

the industry. Branded as 'Co-create to innovate', the council is a healthy mix of industry thought leaders, who through discussions and dialogue explore effective ways in which

technology can drive and support business innovation. The council's discussions and recommendations form the basis for Airtel to develop new solutions and offerings for its B2B business. ■

Members of the Airtel Customer Advisory Council "Co-create to innovate" during a session focused on 'Mobility & Innovation'.



## Uganda on fast track

With 300 sites completed in 300 days, Airtel Uganda sure is focussed on its network expansion drive! Having completed this herculean task, Airtel Uganda has become the fastest growing network provider in the country. To celebrate, the Airtel Uganda team participated in a four kilometer relay race, creating quite

a splash and demonstrating how it had grown from strength-to-strength as a team.

Honourable Minister of State for ICT, Nyombi Thembo, congratulated the team on its successful and rapid expansion, and also pledged support for future groundbreaking initiatives undertaken by the company. ■



The executive team along with V.G. Somasekhar, Managing Director at Airtel Uganda (fourth from right), join Nyombi Thembo, Hon'ble Minister for ICT, Uganda (fifth from right)

## Airtel enters Rwanda

In the midst of upgrading and consolidating its network capabilities in the 16 African countries it already runs its operations in, Bharti Airtel recently bid and won licenses to roll out 2G and 3G mobile services in Rwanda.

Rwanda has a mobile penetration of 38.4 percent and is counted among one of the fastest growing telecom markets in Africa. Airtel has earmarked investments worth 100 million USD to harness the immense market potential presented by Rwanda, and deliver seamless communication services to the people within the next three years.

Airtel already runs successful operations in neighboring countries including Uganda, Kenya, Malawi, Zambia and DRC. ■

## Central Africa's first brush with 3G

Bharti Airtel marked another first in Central Africa with its launch of 3G services in Congo. The network has been deployed by Nokia Siemens Networks (NSN), Airtel's infrastructure partner in this project. This is the first 3G license issued in Central Africa and the second across the continent's French speaking countries. Senegal is the only other French speaking African nation to have 3G licenses. ■



**CONGRATULATIONS**  
to the team for achieving  
this milestone within 17  
months of entering Africa.

## A healing touch

Continuing with its efforts to reach and uplift the underprivileged in the societies in which it operates, Airtel Africa recently funded the construction of a multi-purpose Clinical Teaching facility and Diagnostic Centre for the School of Medical Sciences, University of Cape Coast, Ghana.

The President of Ghana, Hon'ble John Evans Atta Mills applauded Airtel for being an instrument of change and improving health care delivery in the country.

The two-storey Diagnostics Centre expected to be completed in April 2012, comprises a state-of-the-art teaching facility. Equipped with the latest medical facilities, it also aims to run the most sophisticated diagnostic tests on patients in the Central Region of Ghana and all surrounding communities in the Western region and beyond. ■



John Evans Atta Mills, Hon'ble President of Ghana with Manoj Kohli during the unveiling of the plaque

## Africa's dazzling Diwali

A dazzling display of fireworks lit up the star filled sky above the Simba Union ground as employees from the Airtel Africa Head Office and Kenya operations gathered for Diwali celebrations. It was an evening of fun, food and laughter. Employees, irrespective of their nationalities, got together to shake a leg, dine and burst crackers. ■



From left to right: Manoj Kohli with Valentina Vlad, Venkat Ramana, Anupam Bhat and Pradeep Vats



The Movers and Shakers

## comviva's cloud expands

**Comviva enhances cloud service;** launches it worldwide

**T**ried and tested in the U.S. market for seven years, Comviva's cloud-based messaging and data solution is all set to see a global launch.

Gearing for a wider market, Comviva has made this platform more robust by adding the Software as a Service (SaaS) approach to its

existing delivery model. The enhanced platform will enable operators to simply select the service they require while bypassing lengthy return on investment (ROI), expenditure planning or license purchase. This will make upgrading Value Added Services (VAS) infrastructure significantly

faster, cheaper and easier for operators.

Medium and small sized operators and MVNOs in Latin America, Africa and South East Asia will benefit immensely by being able to keep pace with constantly evolving end user needs efficiently and cost effectively. ■



## Devices galore

**Beetel introduces new mobile handsets,** IT peripherals and landline phones

**A**dding pep and fizz to its range of handsets, IT peripherals, and landline devices, Beetel recently launched a new range of attractive and affordable products. Complete with a marathon battery life, excellent sound quality, and an expandable memory of up to 8GB, the two new dual-sim handsets GD 310 and GD 218 are feature rich to say the least.

Debutants in its IT peripheral catalogue

include the powerful Beetel Blast 12500 multimedia tower speakers and the Beetel Blast 5850 5.1 home theatre speaker system. Both come with excellent sound quality, and are compatible with all multimedia devices. Equally attractive are the 1016 UNO LED TV with superior video performance and energy savings and the Boom 10000 wireless headphones with great

sound quality and noise reduction.

In the landline category Beetel launched the X-64 cordless phone with added features like two way speaker phones, alarm with snooze, handset locator etc.

There is more in the pipeline, with SanDisk Corporation, a global leader in flash memory storage solutions selecting Beetel as the authorised distributor for its wide range of mobile products in India. ■





# Enters Jammu and Kashmir



(Left to right) Rajan Bharti Mittal, Omar Obdullah, the Hon'ble Chief Minister of J&K and Raj Jain at the launch of the Best Price store in Jammu (J&K)

## Jammu and Kashmir and Andhra Pradesh get new Best Price Modern Wholesale stores

**B**harti Walmart recently inaugurated its first Best Price Modern Wholesale cash-and-carry store in Jammu, in Jammu and Kashmir. It also launched another in Guntur, Andhra Pradesh in India. Both stores boast of nearly 6000 items, including a wide range of fresh, frozen & chilled foods, fruits and vegetables, dry groceries,

personal and home care items. Both stores will house hotel and restaurant supplies, apparels, office supplies and other general merchandise items and will retail locally sourced products as well. The total number of Best Price Modern Wholesale cash-and-carry stores now stands at 15, all of which are successfully running the 'Mera Kirana' programme.

Mera Kirana shares best practices with members who are small and medium retailers, on various aspects of low-cost modern techniques and processes, such as assortment planning, layout and fixtures, displays, backroom, licenses, safe food handling, customer retention and value added services. ■



## Setting up AIDS awareness infrastructure

### Infratel's AIDS campaign sees widespread impact

**I**t is integral to the Bharti DNA to improve the living conditions of the communities which come within the fold of its operations, through sensitive policies and practice. Bharti Infratel's social outreach programme in Nagaland is an effort in this direction. The company launched an AIDS Sensitisation Camp at Mokokchung in Nagaland, late last year.

Nagaland reports one of the highest number of AIDS victims in India and the initiative by Infratel is addressing this issue guided by the motto: sooner & wider, the better. In one year, the programme has already completed 26 CSR camps, attracted over 5000 registrations, and has covered 20,000 villagers.

With campaign partner NMP+ (Network

of Mokokchung district People living with HIV/AIDS), a community based non-profit NGO, the Infratel team conducts and supports sensitisation and awareness programmes; trains HIV/AIDS patients on health care and management; and establishes links with related health services and other welfare and development programmes. ■

# BSB Exploring mobile horizons

**Bharti Enterprises and SOFTBANK CORP announce 50:50 joint venture**

The days of mobile phone communication when it primarily meant voice calls and messages are fast fading. The youth has mobile fingers and the buzz is around applications and network speed. In fact almost 346 million Indian currently subscribe to data packages on their phones, and this user base is set to grow manifold.

To tap into an increasing demand for mobile internet applications, Bharti Enterprises and Japan's leading Internet Company SOFTBANK CORP have announced their 50:50 Joint



Venture, Bharti Softbank Holdings (BSB). BSB will focus on harnessing India's flourishing social media, gaming and

e-commerce business. Kavin Bharti Mittal will head the company's Strategy & New Product Development. ■

## Carnegie delegation meets India PM

**Carnegie Endowment delegation explores India option**

A high level delegation from Carnegie Endowment for International Peace, a globally renowned think-tank, met the Hon'ble PM of India, Dr. Manmohan Singh at his residence. Carnegie Endowment is

exploring to set up its South Asia Centre in New Delhi. Sunil Bharti Mittal accompanied the delegation on the occasion in his capacity as a member of the Board of Trustees of Carnegie Endowment for International Peace.

The Carnegie Endowment, founded in 1910, is a private, non-profit organisation dedicated to advancing cooperation between nations and promoting active international engagement by the United States. ■



The delegation led by Sir Richard Giordano, Chairman, Carnegie Endowment for International Peace (sixth from right) included Mr. Sunil Bharti Mittal, who is a member of the Board of Trustees, Carnegie Endowment for International Peace



## Bharti Foundation **Garnering support for a cause**

**Bharti Foundation raises funds and awareness at Airtel Marathon 2011**

Like previous years, Airtel Delhi Half Marathon (ADHM) 2011 was a great fund raising opportunity for Bharti Foundation.

The Foundation successfully raised funds worth INR 94 lakhs for its Satya Bharti School Programme. It also

gathered substantial support for 'Superheroes of Change', a befitting name for Satya Bharti School students leading community development campaigns for positive social transformation in their respective villages.

Through its active association with

ADHM since 2008, Bharti Foundation has successfully brought together more than 3,000 people from across 79 corporate teams, and raised approximately INR 2.2 crore towards its flagship rural education initiative. ■



Shah Rukh Khan, brand ambassador of ADHM, catches up with Satya Bharti School students, to their great excitement!



Pledging support for the cause



Cheering for the superheroes of change

## **Dreamers and changers**

The Satya Bharti School programme lays strong emphasis on not only delivering free and high quality education to underprivileged children in rural India, but also helping them become well-rounded personalities and responsible citizens.

As testimony to the success of the education programme, no less than 12 community development campaigns run by Satya Bharti School students won

across categories at the Design for Change School Contest 2011. The contest was organised by Riverside School.

The awards have been a big boost to the morale of these students. The 12 campaigns were shortlisted from among those presented by almost 3,00,000 contenders from public and private schools across the country. ■



*Sunil Bharti Mittal receiving the 'Corporate Conscience Award', 2011 from Hon'ble Finance Minister of India, Dr. Pranab Mukherjee*



*Rajan Bharti Mittal receiving the 'NDTV Profit Business Leadership Awards 2011' on behalf of Airtel from the Hon'ble Finance Minister of India, Dr. Pranab Mukherjee*

# Awards

**SUNIL BHARTI MITTAL** received the 'Corporate Conscience Award' at the NDTV Profit Business Leadership Awards, 2011.

**BHARTI AIRTEL** was conferred the prestigious 'NDTV Profit Business Leadership Awards 2011' in the Telecom Sector category.

**BHARTI AIRTEL** was felicitated with the 'Most Recommended Modern Retail Brand of the year' award, the 'Consumer's Trusted Choice' award, and the 'Effective Brand Refresh with Universal Appeal' award at the CNBC AWAAZ Storyboard Consumer Awards 2011.

**BHARTI AIRTEL** emerged as one of India's strongest brands in Brand Equity's Most Trusted Brands survey 2011. It was ranked as 'No.1 service brand', 'No. 1 service brand of choice amongst youth', and as the 'No. 3 brand' in overall rankings.

**AIRTEL DIGITAL TV** ranked as 'No. 2 DTH service provider brand in India' at Brand Equity's Most Trusted Brands survey 2011.

**BHARTI AIRTEL B2B** was voted as India's 'Best Managed IT Services Brand for large enterprises and SMEs' in three categories including Data Center; Internet and WAN Connectivity; and Disaster Recovery and Business Continuity Practice, at the PC Quest User's Choice Club Awards 2011.

**BHARTI AIRTEL** won the 'Telecom Center of Excellence (TCOE) Award' for best delivery of Network Services for the year 2011.

**BHARTI AIRTEL** bagged 'The Most Impactful HR Practice' award at the National Conference organised by National Human Resource Development (NHRD) in 2011.

**AIRTEL MALAWI** won the 'Best Data Operator for Eastern and Southern Africa' at African Telecom People 2011.

**AIRTEL LANKA** won the Silver Effie in the Telecommunication Services category, at the Effies Hall of Fame, 2011.

**MANORANJAN MOHAPATRA**, Chief Executive Officer of Comviva Technologies was presented with the prestigious 'Distinguished Fellow' award by the Institute of Directors (IOD).

**COMVIVA TECHNOLOGIES** won the 'Best m-infrastructure solution' and 'Best m-business and commerce' awards at the mBillionth Award South Asia 2011.

**BEETEL TELETECH** received the 'Top Fixed Phones' honour at V&D 100 Awards, 2011.

**BHARTI REALTY** bagged the award for the 'Best Office Project (National) – Self Occupied' at the Zee Business RICS Real Estate Award, 2011.

**BHARTI INFRATEL** won the 'GreenEdge Award' at the 2011- CIO100 Awards.

**BHARTI INFRATEL** won the 'National Award for Excellence in Energy Management 2011' at the Confederation of Indian Industry's Energy Efficiency Summit 2011.

**CENTUM LEARNING** ranked amongst the 'Top 13 Training Outsourcing Companies Watch List' 2011 Worldwide.

**BHARTI AXA** General Insurance received the "Personal Lines Growth Leadership Award 2011" at the India Insurance Awards 2011.

**BHARTI AXA** General Insurance won the prestigious "Risk Manager of the Year" award at the Asia Insurance Industry Awards 2011. Bharti AXA General Insurance is the only Indian company in the Life & General Insurance category to have been nominated for and to have won the award.



# In focus

Vinod Sawhny,  
CEO Beetel Teletech

Vinod Sawhny has donned many hats through a decade of association with Bharti, driving various strategic initiatives across its group companies.

“It’s been an exciting journey- be it running Airtel’s operations in North India and later in West India, managing Airtel’s Enterprise business, seeding Bharti Retail, or re-inventing Beetel in my current profile,” says Vinod, Executive Director & Chief Executive Officer, Beetel Teletech. “I believe scale, speed and democracy are the three essential traits that should be built into a company’s operations. At the end of the day, it is about working to create value and going beyond just getting a job done.”

Beetel, with its lineage in landline phones, covers four domains: Technology which includes communication devices such as mobiles, smart phones and tablets; IT which comprises IT peripherals, memory devices and 3G/4G technology CPEs; the Enterprises area which offers enterprise solutions in audio and video conferencing, equipment for call centers and data solutions; and Networking solutions.

“Across the spectrum, our uniqueness lies in ensuring affordability and feature-rich products,” says Vinod. “Our applications cater to the special needs of the Indian customer. We want to be the first to provide features and devices that our customers aspire for.”



Today, Beetel is boldly stepping into new and challenging areas in both its Consumer and Enterprise business. In its bid to become a significant mass technology player, the challenge lies in introducing new products, building new partnerships, and adding new capabilities, while maintaining the trust and goodwill the brand already enjoys. “We aim to become the most admired distribution company in India over the next few years,” asserts Vinod.

A product of BITS Pilani and XLRI, Vinod is also an alumnus of GE, Crotonville. His career, over 25 eventful years, has spanned diverse sectors such as white goods, telecom and retail. Reminiscing, he says, “I think all my assignments have either been start-ups or turnarounds. There has never been a dull moment!”

With his strong belief in “Think beyond, Think fresh”, Vinod is committed to lead his team to a higher vision. “I believe that leadership evolves every day. So, you have got to own it, articulate it, live it passionately and inspire your team to cross that vital stretch,” he adds. “Personally I’d like to be known as a person who can create a vision and chart the course to deliver it,” he concludes with a smile. ■



# ***Fast and the furious***

## **2011 Formula 1 Airtel Grand Prix of India**

2011 marked Formula One's long awaited debut in India with Airtel as its title sponsor. In the inaugural year itself, 2011 Formula 1 Airtel Grand Prix of India zoomed into people's hearts bringing alive dreams of millions of passionate Indian motor racing fans. Held at the newly constructed Buddh International Circuit in Greater Noida near India's Capital City New Delhi, the race heralded the entry of global motor racing in cricket crazy India. The venue split at the seams with enthusiastic fans, as they cheered on their favorite drivers.

This war of the titans saw several world champions including Michael Schumacher, Felipe Massa, and Lewis Hamilton push the peddle with precision, but it was Red Bull's Sebastian Vettel who raced his way to finish first, making this his eleventh Formula One victory during the season.

The maiden Airtel Grand Prix of India has been hailed as a phenomenal success, drawing accolades from the Indian and international motor racing community alike.



*Ms. Mayawati, Hon'ble Chief Minister of Uttar Pradesh (third from left) and Rakesh Bharti Mittal (third from right) applaud as the Airtel Grand Prix of India winner, Sebastian Vettel raises his cup!*

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