

bharti TODAY

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BANK ON AIRTEL

COVERSTORY

AIRTEL'S MOBILE MONEY

Jump lines, pay loans, shop and much more with Airtel Money

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TOWARDS A DATA REVOLUTION

At Bharti, we take pride in our unwavering commitment to transforming people's lives through our various businesses and initiatives.



Dear Colleagues,

At Bharti, we take pride in our unwavering commitment to transforming people's lives through our various businesses and initiatives. Technology has been the main platform for much of the disruptive change that Bharti has managed to unleash and today, we are seeing digital convergence help transcend traditional developmental challenges to open new vistas.

Airtel money is an example of one such extraordinary service that is ushering in a transformational impact both in terms of convenience and economic empowerment. First launched in Kenya in 2011, Airtel Money today has a footprint across 17 markets in Asia and Africa where we are working with governments and financial institutions to provide our customers a bank-on-the-go platform. It is also working wonders as a potent instrument of financial inclusion in an environment of low banking penetration in these emerging markets.

Clearly, the future is fast evolving and we need to gear ourselves up to face the challenges of Mobile 2.0. Towards this, we have made some significant changes in our leadership and organizational structures across our operations in India. I am sure these changes will gear us to get closer to the marketplace and reinforce our position as the market leader in the new age of data. In Africa, we have completed the largest network transformation in the continent's telecom history gearing up our network in the region to make the most of the opportunities lying ahead of us.

'Brave Actions' is one of the phrases we often use to describe the Bharti DNA. Recently, Bharti Infratel became India's first telecom tower company to go public with the single biggest IPO in the Indian market in the last two years, raising approximately Rs. 41 bn (US\$ 770 mn). The company is now also included in the FTSE Global Equity Indices.

Ensuring that we keep the impact of our business on the larger eco-system in sight is important. The first Sustainability Report by Bharti Airtel captures in a simple but compelling manner, some of the positive externalities of our approach to business.

Best Wishes,

A handwritten signature in black ink, reading "Sunil Mittal". The signature is fluid and cursive, with a horizontal line underneath.

Sunil Bharti Mittal



Sukesh Jain, Business Head - VAS & Content (Bharti Airtel) receiving the GSMA award for myairtel app in Barcelona, Spain

Bharti Airtel won the 'Best Application' award at the prestigious GSMA Awards 2013 for its 'myairtel' application in Barcelona.

Bharti Airtel Africa won the 'Best Cost Efficiency Initiative' award at the AfricaCom Awards 2012 held in Cape Town.

Bharti Airtel Bangladesh was awarded BSI certification for its Information Security Management System (ISMS) and Business Security Management System (BSMS). Airtel is the first company in Bangladesh to be awarded this certification.

Bharti Airtel won the Most Admired Telecom Operator, Best National Mobile Operator, Best Ad Campaign by an Operator, Best 3G Operator and Best VAS Provider (for airtel money) awards at the recently held Telecom Operator Awards in New Delhi.

Bharti Airtel has won the 'Quality Excellence Award for Fastest growing Company' at the National Quality Excellence Awards, held in Mumbai.

Bharti Infratel was included in the FTSE global equity indices. FTSE, which is a part of the London Stock Exchange Group, is a world-leader in the provision of global index and analytical solutions.



(From L to R): Alok Brava (CEO & Publisher, tele.net), Shampa Bahadur (Editor, tele.net) presenting the award for Best Ad Campaign to Ajai Puri (Director Market Operations, Bharti Airtel) at the Telecom Operator Awards 2013

Airtel Rising Stars Championship won the 'Sponsorship PR campaign of the year 2012' at the 12th Public Relations Society of Kenya (PRSK) Awards.

Bharti Foundation run Satya Bharti School, Neemrana student Aarti Verma won the silver medal at the Pramerica Spirit of Community Awards 2013 for her social campaign on untouchability.



BANK ON AIRTEL

Ofori Kunyehia, medical student from Ghana

Mobile money has been hailed as the ultimate tool in recent times to cement the cracks in banking infrastructure in developing economies. Bharti Airtel's mobile wallet

tested waters first in Africa with the launch of Airtel Money in Kenya in 2011. It was subsequently launched in India and Bangladesh. Today it operates in 17 countries in Africa and South Asia.



When Ofori, a 23 year old medical student from Ghana takes time off from her busy academic schedule, she wants to make the most of it. She and her group of friends love to catch a movie or hit the pub whenever they get some spare time after college. The latest thing that Ofori and her friends flaunt is the Airtel Money service on their mobile phones. "All of us have it, we pay our fees, book tickets, order pizza and have even got our parents to send us pocket money on the phone and we get great discounts for using it instead of cash. We don't miss lectures to go to the University Business Center anymore to pay for school. In times of need, we even lend and borrow money to each other with it", says Ofori about how using Airtel Money has made life so much easier for her and her friends.



When I saw the ad on TV where the daughter is on the phone with her mother talking about a bag she wants but can't afford and in an instant her mother grants her wish by sending her money on the phone; I became curious to try out the product. I am a fan of Airtel's innovations and this is a great product for someone like me who is sceptical about sharing bank and card details for online purchases.

- Rahul Hakeem, 35, Manager at Delhi based research firm KPMG





JUMP THE LINE

For many customers, Airtel Money has made travelling to the banks or collection centers and standing in queues a thing of the past. Shanti Nath, a clay artisan from the village of Ghurni in West Bengal, India now has more time to concentrate on her business since she does not have to walk all the way to the bank and stand in queues to deposit money in her account. She simply walks it to the Airtel store nearby and gets cash transferred instantly into her mobile. It is not just in India; standing in long queues to get chores done like paying utility bills or depositing cash in bank accounts is a norm in most developing countries. In Congo, policemen have to stand in queues to get their salaries since most of them do not have a bank account. Airtel Money has tied up with the government of Congo to disburse salaries of 1138 policemen on mobile since January 2013.



It is so much nicer to get salary on the phone, we are sure to get the exact amount of our salary that way. There is no need to count cash at the counter.

- David, Congolese policeman



Earlier I used to walk 5 kms to the bank and wait in line for my turn to deposit cash. Now I just go to the market and have it transferred to my Airtel Money account.

- Shanti Nath, a clay artisan from a village called Ghurni in the heart of West Bengal, India



PAYS TO PAY WITH AIRTEL MONEY

In both Asia and Africa, Airtel money boasts of a sizeable number of users. This is largely owing to the fact that the service is agnostic to mobile handset specifications and bank accounts. Seeing its mass appeal, many businesses and retail chains have tied up with Airtel Money to increase their customer base. They are giving attractive discounts and special offers on purchases made by Airtel Money. "It used to be a once in a blue moon thing for us to eat an ice-cream here, now we come often because we get a 15% discount on the bill while paying with Airtel Money" says Kuhu Saikia, a customer at the Baskin Robbins outlet at Chandmari, Guwahati in the state of Assam, India.

Airtel Money has made online shopping a seamless experience too by helping customers pay without sharing card numbers or bank details. Speaking about the expansion of customer base by partnering with Airtel Money, Gaurav Sinha, Business Development Head, BagItToday.com says, "I believe in Airtel Money's ability to make payments from mobile phones. It can be creatively stitched with many of the pioneering online shopping features which we are offering to our customers."

VEGGIES ON MOBILE

Ever thought about buying vegetables sitting at home? In a partnership with Tanzanian high tech modern agriculture firm Stake Agrobases International Limited (SAIL), Airtel Money has made it possible for users to order and pay for their vegetables through the mobile. "I use the time I save to do something useful around the house", says Zahara, a housewife and mother of three.



Our alliance with Airtel has opened enormous opportunities for us to offer multiple mobile based banking services for customers, changing the way we approach banking for the unbanked.

- J. Venkatramu, Deputy Vice President, Rural Banking, Axis Bank

SMALL LOANS, BIG HELP

Awarded the 'Best Mobile Money Product' by the prestigious GSM Association in 2012, Airtel Money provides a bank-on-the-go platform for its customers transcending geographical and economical diversities.

In developing countries, microfinance is a major contributor to the growth of the economy. Banks usually do not offer loans to customers with low incomes. Micro finance institutions (MFI) cover these gaps in credit delivery by offering short term loans to the poor. Mumbai based MFI Swaadhar, in association with Airtel Money's Super Account enables its clients to get their loan amount directly transferred to their phones. Clients repay the loan using this account while earning savings interest at the same time. Amina Begum, a resident of the biggest slum in Asia in Mumbai, India is a beneficiary. A domestic help, Amina used to collect her savings in a kitchen canister before she came to know of Airtel Money.



Airtel Money account holders sharing their excitement of receiving loans on their mobile phones

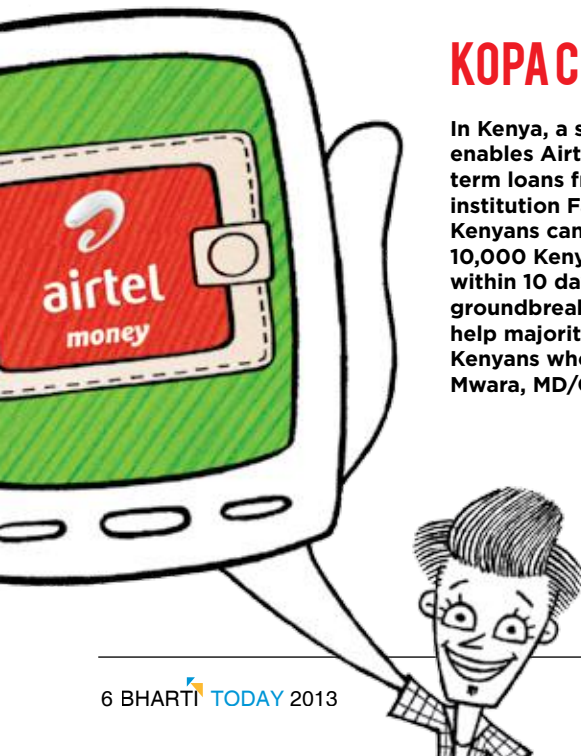
With her phone doubling up for a bank account, she plans to invest the loan amount in setting up a tailoring shop.

In India, Airtel introduced the Airtel Money Super Account in association with Axis Bank in May 2012. In addition to services like paying bills, transferring cash and shopping, Super Account customers can withdraw cash as well as earn savings interest on their zero balance mobile accounts.

For a country that is the eighth most populous in the world, only 13% of Bangladeshis have a bank account. More than 50% of the population own mobile phones. "We recently enabled 4.5 lakh previously unbanked marginal farmers to receive micro credit loans. A local NGO called Shakti Foundation tied up with us to offer loans through mobile transfer. The farmers can withdraw the loan money from their mobile account at over 16,000 outlets", says

KOPA CHAAPA

In Kenya, a service named Kopa Chaapa enables Airtel Money customers to get short term loans from East African micro-finance institution Faulu Kenya. Through this service, Kenyans can avail loans ranging from 1000-10,000 Kenyan Shillings which has to be repaid within 10 days. "Airtel is a leader in providing groundbreaking innovations, this service will help majority of the unbanked and semi banked Kenyans who rely on micro loans" says John Mwara, MD/CEO, Faulu Kenya.





Ruhullah Raihan Alhusain, head of m-commerce operations, Airtel Bangladesh.

Financial inclusion is probably the biggest achievement for a mobile

money instrument like Airtel Money. Getting a bank account can be intimidating for the uninitiated. But for a mobile phone owner, Airtel Money is a service offered to him on his fingertips. Registration is done simply by sending an SMS and submitting relevant ID proof at a retail outlet. To load cash into the account, one has to just deposit it at any registered Airtel Money vendor or at any Airtel outlet.

In Asia and Africa, there are more mobile phone users than bank account holders. For instance, only 240 million Indians have bank accounts whereas a good 900 million own mobile phones. Mobile money is not a new concept, but to use it in innovative ways for customer benefit is what Airtel Money is all about. It juxtaposes a mobile phone connection with a bank like financial instrument to help people pay bills and shop with the click of a few buttons and also helps introduce previously unbanked people to the economic benefits of banking.

With Airtel Money, the Bharti Group has left its mark in the hearts of its ever expanding customer base across Asia and Africa. Whether it is to open the first ever savings account or to obtain a loan for an emergency or simply to buy movie tickets, Airtel Money has successfully diminished the



Airtel Money is making great inroads into the lives of our customers. Within one year of national launch, we have achieved a CMS of 42% of prepaid instruments in India. The powerful array of uses includes any telecom or DTH recharge, savings a/c (in partnership with Axis bank), money transfer to bank accounts or to anyone, any bill or insurance premium payment and railway ticket booking."

- Sriraman Jagannathan, CEO, m-commerce, Bharti Airtel

distance between a customer and the bank; it has brought the bank straight into the mobile phone.

MONEY IN NEED, MONEY INDEED

In Malawi, Africa more than 1.9 million people suffer from food shortages. Airtel Money collaborated with the government and the UN to implement mobile money transfers instead of physical items in relief camps.

Now the beneficiaries use the mobile money to buy what they want instead of making do with what they are given. It has also resolved the logistical challenges involved in mass scale distribution for the camp organisers.

"Using Airtel Money is fast and preferred by the beneficiaries since it takes less time to distribute mobile cash versus physical items like rice, maize etc in relief camps"- Abdoulaye Diop, WFP Malawi Country Director.



Mobile cash using Airtel Money being transferred to beneficiaries at a WFP Camp in Malawi, Africa

A SPECIAL CELEBRATION

Airtel Seychelles celebrated its 14th anniversary with Dreams 2, a fundraising concert which showcased performances by the students of the Vocational Unit of the National Council of the Disabled (NCD) which was adopted by the company in 2010.

The auditorium was packed; a 28 year old Joenise Pool had just finished reciting a poem about living a life with limitations. Overwhelmed by a standing ovation, holding back her tears, she said, "I might be on a wheelchair but at this moment, I feel no limitations"

Joenise comes from a family with modest means. For her parents and siblings, she is a source of joy and inspiration. She loves elocution and is good with carpentry. She is one of the 70 students of the Vocational Unit of the NCD which was adopted by Bharti Airtel in 2010.



Airtel introduced life skills like carpentry, pottery, art and craft in the existing curriculum of the school to help specially abled students become self sufficient. The company has also developed the infrastructure of the school by building new locker rooms, workshops and providing classroom supplies.

The concert, tickets for which were sold out two days prior to the show was conceptualized by the employees of Airtel Seychelles. Among the attendees was the Minister for Community Development, Social Affairs and Sports, Vincent Meriton. Moved by the performances he said, "With initiatives like these, Airtel is helping the government of Seychelles work towards





the goal of social renaissance where we are targeting inclusion for citizens from all walks of life.”

Dreams 2 showcased performances by students of the vocational unit along with Airtel Seychelles employees and their children. A mock beauty pageant, skits with social messages, group songs, recitations and multi cultural dances added to the lustre of the evening.

The show ended with the audience and the students getting together on stage to sing the famous ‘We are the world’ song. The proceeds from the sale of tickets went to the school. “Airtel could easily have given a cheque to the school. But through this

concert, it seeks to reinforce confidence in the hearts of these students and help them develop into well rounded individuals”, said Vikram Sinha, Airtel Seychelles Country Manager.

One of the leading telecom operators in Seychelles, Bharti Airtel has been operating in the country for 14 years now. It is actively involved in many philanthropic activities which include sponsoring the annual football cup, raising funds for disaster victims, organizing movie premieres for orphanages, donating household items to convents and women’s hostels and holding blood donation camps at various locations among others.



BHARTI AIRTEL'S FIRST

SUSTAINABILITY

REPORT

Bharti Airtel's first Sustainability Report (2011-12) provides a comprehensive overview of the company's approach, initiatives and future plans across social and environmental development issues including energy and climate change, waste management, customer service, digital inclusion and community engagement. Though scope of the Report has largely been the India operation, it carries significant references to African operations as well.

Sustainability has been an integral part of Bharti Airtel's journey over the last seventeen years. The idea of sustainability has been consciously embedded into the business process and objectives of Bharti Airtel through

its systematic engagement with stakeholders – employees, customers, business partners, the community, investors and regulatory bodies. But many of its initiatives on this score, despite their pioneering status in the industry had never been documented in a creditable manner. In line with the highest standards of transparency and corporate governance, in another 'first in the sector' Bharti Airtel released its first Sustainability Report in January 2013.

68% of the incremental sites in 2011-12 are deployed on sharing CO₂ emissions from the Base transceiver stations (BTS) has been reduced by around 11% in the year 2011-12 as compared to 2010-11.





AIRTEL AFRICA'S OUR SCHOOL FACTS

No. of schools adopted:
31

No of countries present in:
17

No. of under privileged children catered to:
16,000

SATYABHARTI SCHOOL FACTS

Number of schools:
254

Number of children enrolled: Over
38,000

% of girl children:
49%

Number of teachers:
1400

*(including 5 Senior Secondary Schools)

The first part of the report dwells extensively on how millions are being continuously included and empowered through its agenda of 'Social inclusion', which constitutes a key cornerstone of Airtel's Sustainability Programme. The Report highlights the numerous ways, in which the company leverages its wide network and distribution accessibility, affordable services and ability to manage scale to digitally enable key services like banking, education and healthcare. Examples of rural empowerment through IFFCO Kisan Sanchar Limited (IKSL) and e-Gram go a long way to establish Bharti Airtel's inclusive agenda in the normal course of running its business. The Group's school education programme on the other hand clearly signifies a commitment to drive the agenda even beyond business.

The second part of the Report dwells at length how the company calibrates its relationship with stakeholders across the value chain - customers, partners, planet and people - to contribute to the

Sustainability agenda of the wider society.

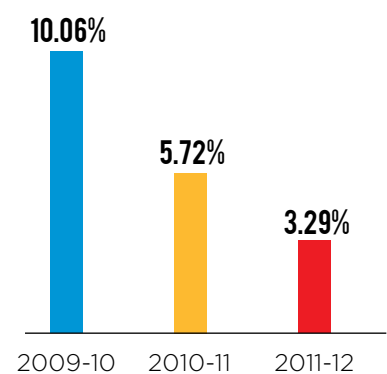
The tower infrastructure of the company has over the years become a critical driving force of its green initiatives. Through continuous innovation and pragmatism, the company has successfully converted a serious operational handicap - lack of reliable power supply in a large part of its presence - into a 'green advantage'. The globally recognized P7 green towers project of Bharti Infratel allows for 24000 tower sites to run on renewable energy, with an expected reduction of GHG emissions by around 150,000 mt CO₂ per year.

In Africa too, a slew of battery hybrid banks have been deployed, reducing diesel dependence in 60% of the tower network. This is expected to be 100% by 2013.

The Report has been developed using the Global Reporting Initiative (GRI) framework, the most accepted framework globally for sustainability reporting.

The initiative of sending e-bills over the last three years has helped convert 2.42 million post paid customers to the e-billing mode. This directly translates to saving 80,000 trees being cut.

TREND IN DIESEL ENERGY EXPENDITURE AS % OF TOTAL ENERGY IN DATA CENTRES



The telecom industry is at the cusp of a data revolution. **Bharti Airtel**, which leads the voice market in India, is gearing up to lead in the age of mobile data by taking its organisation closer to the marketplace.

CHANGING THE GAME

Smartphones, social networking, online gaming and live video streaming are a few examples of how mobile technology is transforming our lives. Innovation in the mobile data space is set to accelerate this transformation further in the days to come. Today, a mobile phone is no longer just a means to make & receive calls and messages but has become a lifestyle tool for millions. With the advent of 3G and now 4G platforms, a mobile connection has made a shift from being a product to being an experience.

By placing the needs of the customer at the heart of its business, Airtel has become one of India's most loved brands. Whether it is enjoying super fast internet with India's first 4G LTE network or using the first mobile banking services in the country; Airtel customers have been at par with their global counterparts in terms of the latest mobile innovations.

In its constant endeavour to keep the customer at the heart of all its products and services, Airtel restructured its B2C (Business to Customer) vertical in India. The new structure aims to bring Airtel closer to the customer and drive synergies between business Units. In the new



structure, Airtel's India operations are now divided into 8 hubs reporting to a newly created position of Director - Market Operations. Circle CEOs, who now report in to a Hub CEO, continue to operate with the same level of independence. The Hub CEO's role will include providing overall guidance and oversight to the Circles. The ECs of each Circle will continue as independent entities as the leadership for the Circle and report directly to the respective CEOs and to the functional leadership in Airtel Center as before. This will help Airtel drive better cohesion in its operations and sales & distribution; enable sound portfolio management and ensure sharing of good practices across Circles. This new structure came into effect on 1st March 2013.



Coinciding with the restructuring of Airtel India's B2C vertical is the appointment of Gopal Vittal as the Joint Managing Director and CEO (India). Elevated to this role from being the Director-Special Projects, he now leads the India operations of the company. Gopal spent the last year understanding the emerging trends in the internet and mobile data space at SingTel, SoftBank and the Silicon Valley. He reports to the Chairman, Sunil Bharti Mittal.

With a career spanning 23 years, Gopal Vittal has established himself as a seasoned professional

who understands consumer mindset and is equally effective in managing operations. Widely known for his brand building abilities, Gopal can innovate to secure market leadership. An alumnus of the prestigious IIM Kolkata, Gopal is credited with planning and implementing the largest direct to home marketing operations undertaken by an Indian company called 'Project Bharat'. Before joining Bharti, he was heading the US\$ 3.5 billion home and personal care division of Hindustan Unilever.



1

Leadership Conclave 2013

Destination Dubai

The theme for the recently concluded Airtel Leadership Conclave 2013 was 'winning smartly, executing brilliantly'. The Conclave this year was attended by approximately 160 participants representing the entire top leadership of Airtel spread across its operations in 20 countries. The Airtel Leadership Conclave is an annual meet of the global top leadership of Bharti Airtel. The Conclave serves as a unique platform for the organisation's top leadership to come together to deliberate collectively on strategic issues and lead the way forward for the company.



2



3



Captions:

1. Chairman's address
2. Motivational speaker, Miles Hilton Barber with Sunil Bharti Mittal
3. Open house and Q&A Session in progress
4. Gopal Vittal, Sunil Bharti Mittal, Manoj Kohli during the Open House and Q&A session
5. Manoj Kohli, Managing Director and CEO (International)'s address
6. Gopal Vittal, Joint Managing Director and CEO (India)'s address
7. Leadership Team from Airtel Africa with Manoj Kohli





Joining hands with UN Women

More power to the women farmers of Africa

Bharti Airtel entered into a two year partnership with UN Women, the United Nations entity for gender equality and empowerment of women in Africa. This partnership aims to build entrepreneurial skills and enhance the capabilities of African women farmers through mobile solutions. Information on weather, policy environment, food pricing and community interaction are some of the services that these farmers will receive on their mobile phones through this partnership.

Women farmers in the East and Horn of Africa account for 70% of agricultural labour and 90% of food production in the region.



Time to BYOD

Corporate employees can now bring their personal devices to work



Airtel launches Dynamic Mobile Exchange Solution for BYODs

Airtel recently launched the DME (Dynamic Mobile Exchange) solution for corporations. This solution enables employees to get their personal devices to work instead of having separate devices for work and personal use. It is the first security and device management solution in India to get a clearance from the DoT (Department of Telecommunications).

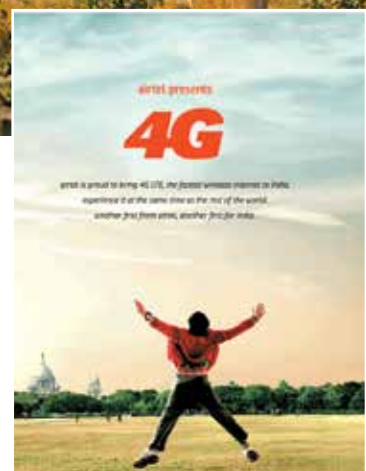
The DME lets employees segregate official and personal data on the same device with its 'containerize' feature. This feature allows the IT administrators of an enterprise to have remote control of company data on the employee's personal device. In case the device gets lost, the IT administrators can safely remove all company data from the device as soon as it is reported.



4G customers enjoy voice services

Customers no longer require to change network settings on their 4G smartphones to make voice calls

Airtel 4G customers in Pune have another reason to cheer besides being among India's first 4G TD-LTE users. Recently, Airtel became the only operator in India to make it possible for customers to use both voice and 4G TD-LTE services through its GSM network. Customers are no longer required to change network settings on their 4G smartphones in order to make calls or access voicemails while using high speed data services. Nokia Siemens Networks' (NSN) cutting edge Circuit Switch Fall Back (CSFB) lets Airtel switch customers to the GSM platform when they need to make and receive calls or access voicemails while retaining the ultra-fast 4G data services.





Bharti AXA General Insurance
A million cheers
A milestone to remember

Bharti AXA General Insurance crossed the milestone of earning INR 1000 crore in GWP (Gross Written Premium) for the calendar year 2012. In just four years of its inception, the company became one of the fastest growing general insurance companies in India with this achievement. The company has paid over 3 lakh claims since its inception which has helped it gain credibility and trust of both customers and stakeholders. Employees at various branch locations indulged in a double celebration since the news of this achievement came around the same time as Diwali- the Indian festival of lights.



Chairman's Tanzania Visit
President lauds Bharti Airtel



(L to R) Makame Mbarawa (Minister for Communications Science and Technology, Tanzania), Manoj Kohli (Managing Director & CEO (International) - Bharti Airtel), Sunil Colaso (Managing Director- Airtel Tanzania), Sunil Bharti Mittal (Chairman- Bharti Airtel), H.E Dr. Jakaya Mrisho Kikwete (President of the United Republic of Tanzania), Sam Elangalloor (erstwhile Managing Director- Airtel Tanzania), Beatrice Singano Mallya (Director of Communications and Regulatory Affairs- Airtel Tanzania) and Jayant Khosla (CEO- Airtel Africa- Anglophone Region)



Bharti Infratel

Successful IPO

Recognized as the largest IPO in India since October 2010

Bharti Infratel which has over 34000 towers across 18 states and 11 telecom circles in India became the first tower infrastructure company in India to come up with an IPO. Bharti Infratel's equity shares are now listed in both the Bombay Stock Exchange and the National Stock Exchange. The IPO received subscriptions over 1.3 times the issue size which amounted to over Rs 4365 crore. Bharti Infratel's customers include Airtel, Vodafone and Idea - the three leading wireless telecommunications service providers in India in terms of wireless revenue. The company also has a 42% stake in Indus Towers which was created as a Joint Venture between Bharti Infratel, Vodafone and Aditya Birla Telecom.



Education goes mobile

Now learn on-the-go with your Airtel mobile

Now learning a new language or getting coached for a competitive exam is as easy as pressing a few buttons on the mobile phone. The newly launched m-education service lets customers learn a wide range of courses available in most native Indian languages in both voice (IVR) and SMS formats.

Available in daily, weekly and monthly packs to suit every budget, customers can access Airtel m-education services from any place, round the clock. In addition to providing various course options to learn from, Airtel m-education also helps customers enquire about scholarships, universities and job opportunities.

Advertisement for Airtel English course. It features a woman with her arms crossed. Text includes: 'hungama Apteck', 'Ab English bolo confidently', 'Spoken English course ke saath', 'Certified by Apteck', 'Dial 571811 (toll free)', 'Full 3-month course for only ₹399*', and 'Easy instalment option of ₹5 per day'. The Airtel logo is at the bottom right.



Shaping the global economy

Airtel makes a global impression; placed among top 100 companies that impact the global economy

Bharti Airtel was once again placed among the top 100 companies that impact the global economy in BCG's (Boston Consulting Group) 'Global Challengers' list of 2013. The list includes the names of 100 companies from emerging markets who leave their impact on the global economic scenario. Winning the hearts of its million customers worldwide with its numerous innovations, Airtel is now one of the regular entrants on the prestigious list. The Boston Consulting Group is an international strategy and general management consulting firm with more than 70 branches worldwide.



Africa's largest network transformation

Airtel Africa is all set for the next generation of telecom services

Bharti Airtel partnered with Ericsson to complete the largest network transformation in Africa's telecom history. With the telecom industry being on the cusp of a data revolution, the network transformation has made Airtel Africa ready for the next generation of services like high speed data and value added services.

The transformation included expansion and upgrade of all operations including switching, radio, network management, data, charging, consumer services platforms and systems.



A MAN OF VARIED INTERESTS

DS RAWAT, CEO BHARTI INFRA TEL

A veteran in the telecom industry, an ex- Air Force personnel and an ardent fan of cricket, DS Rawat is a man of varied interests. Popularly known as DS to his colleagues, he took over as Bharti Infratel CEO in August 2010 after a fairly long stint as the Executive Director of Huawei Technologies, India.

Born in Odisha, and brought up in Andhra Pradesh, DS graduated with a distinction in Electronics and Communications from the Osmania University, Hyderabad. Professionally, he prides himself in catapulting Bharti Infratel towards an all time high on uptime and an all time low on penalties in just two years of being CEO.

“In the Air Force, I learnt to be on my toes at all times even though we never really fought a war. It’s no different out here at Bharti Infratel. With over 33 thousand tower sites spread across different states, I am in fact among the first ones

to know if there is a storm or an earthquake somewhere. I have to strategize immediately and act tactically. What I learnt in the forces comes handy in such situations” says DS about his career transition.

On a day off, DS indulges in his hobby of cooking some good Indian food and spending quality time at home with his family. He likes to listen to ghazals by Ghulam Ali and enjoys reading biographies of influential people. Holidaying with family is something that he eagerly looks forward to. This year he has promised to take his daughter to a snow laden hillside for a fun outing.

DS likes to keep things transparent and live a life that emulates the tenet of ‘simple living and high thinking’. If not a CEO, he would have liked to own his own project management company.





1

BARCELONA!

Airtel's lively presence at the Mobile World Congress 2013



2



3

1. The Airtel Chalet
2. Airtel Experience Center
3. The Airtel Wall
4. From (L to R) Akhil Gupta, Segun Ogunsanya, Manoj Kohli, Her Excellency Omobola Johnson (Minister of Communication Technology, Nigeria) with Sunil Bharti Mittal at the inauguration of the Airtel Pavilion



4

Address your contributions, thoughts and suggestions to:
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 Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110070.
 E-mail: corporate.communication@bharti.in