

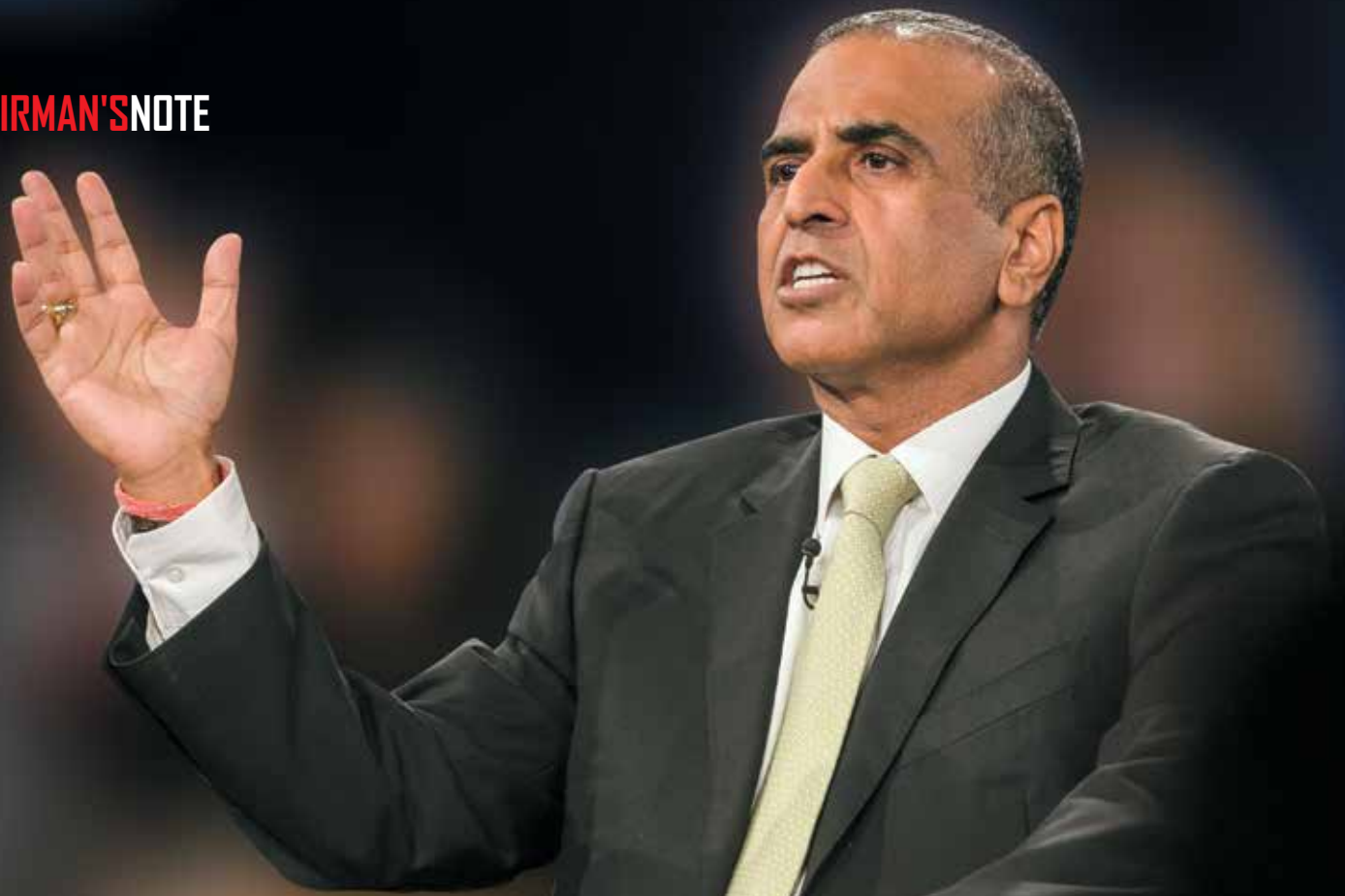
# bharti TODAY

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## BSB LEADING THE MOBILE INTERNET REVOLUTION



## CHAIRMAN'S NOTE



Dear Colleagues,

It's gratifying to witness the prodigious growth of *Hike*, Bharti SoftBank (BSB)'s instant messenger application. With a subscriber base of over 35 million, garnered in less than two years of its launch and characterised by an impressive set of localised features, the application is truly living up to its initial promise. I am sure BSB's young workforce with their inquisitive and innovative mindsets is well positioned to play a pioneering role in its chosen business verticals in the exciting mobile internet application space.

As a responsible corporate, we have always believed in being a part of the communities we operate in and have proactively used the reach of our businesses to promote human welfare therein. In recent months, as several countries in West Africa struggled under the impact of Ebola virus, Airtel Africa played a significant role in partnership with government bodies and medical agencies for containing the spread of the deadly virus in the region. In India too, I was extremely pleased to see the way the on-ground operational teams of Bharti Airtel and Bharti Infratel reacted swiftly and in a co-ordinated manner to restore telecommunication services in Jammu & Kashmir and Andhra Pradesh when these regions were hit by natural calamities.

Recently, we added a new chapter to our philanthropic initiative when we entered a wholly new area of welfare – Rural Sanitation, in response to the call given by the Hon'ble Indian Prime Minister Shri Narendra Modi. Under the new initiative, to be known as 'Satya Bharti Abhiyan,' Bharti Foundation would be constructing toilets in rural homes and schools of Punjab's Ludhiana district for improvement of rural sanitation facilities.

As Bharti Airtel consolidates its position as a leading telecom operator in the world, and our other emerging businesses also strengthen their competitive position in respective domains, we would always be eager to use every available opportunity to contribute to the wider cause of human welfare in the different geographies we are present in.

Best wishes,

Sunil Bharti Mittal

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*Sunil Bharti Mittal with Shinzo Abe, Hon'ble Prime Minister, Japan at the Indo-Japan Business Leader's Forum in Tokyo*



*Sunil Bharti Mittal with US Secretary of State John Kerry and US Secretary of Commerce Penny Pritzker*

**Bharti Airtel** secured the top spot in Brand Equity's '50 Most Trusted Service Brands' 2014.

**Bharti Airtel** secured the second position in the 'BrandZ Top 50 Most Valuable Indian Brands 2014'. As per the survey's brand valuation methodology, the brand was valued at US \$ 8,217 million.

**Bharti Airtel** ranked third in The Economic Times and Interbrand's 'Best Indian Brands' survey for 2014. According to the survey's brand valuation methodology, the Company's brand was valued at ₹ 294.77 billion.

**Bharti Airtel** ranked fourth in Brand Finance's survey for 'The Most Valuable Indian Brands of 2014.'

**Airtel digital TV** ranked second in Brand Equity's 'Most Trusted Brands 2014' in the 'DTH' segment.

**Bharti Airtel** won two awards 'Enterprise Mobile App' and 'Unified Communication Solution' at the 5th Edition of the Aegis Graham Bell Awards 2014 in New Delhi.

**Airtel Bangladesh** won the 'Mobile Money' and 'Digital Payments Global' Awards, 2014 in the category of 'Collaboration Commendation' at the 'Mobile Money and Digital Payments Global Conference' in Istanbul.

**Bharti Airtel Lanka** positioned among top 50 companies on LMD magazine's 'Most Respected Entities, 2014' in Sri Lanka.

**Airtel Africa** won 'Best Mobile Money Solution' and 'Best App for Africa' awards at the AfricaCom Awards 2014 in Cape Town, South Africa.

**Segun Ogunsanya**, CEO & MD, Airtel Nigeria received the 'Telecoms CEO of the Year' award at the Nigerian Telecoms Awards 2014 in Lagos.

**Airtel Nigeria** recognised as the 'Customer Friendly Operator of the Year' award at the Nigerian Telecoms Awards 2014 in Lagos.

**Airtel Ghana** won 'Marketing Oriented Organization of the Year' and 'Brand Activation Program of the Year' awards at the Chartered Institute of Marketing Ghana (CIMG) Awards 2014 in Accra.



*Rakesh Bharti Mittal receiving the 'Hari Chand Award for Corporate Citizen of the year 2013' from Shri Balramji Dass Tandon, Hon'ble Governor of Chhattisgarh*

**Airtel Ghana** won five awards - 'PR Campaign of the Year', 'Best Community Relations Program of the Year', 'PR Discovery of the Year', 'Social Media Company of the Year' and 'PR Organization of the Year - Telecoms' at the 2014 Institute of Public Relations Excellence Awards in Accra.

**Airtel Zambia** bagged the 'Best Corporate Social Responsibility Program' and 'Best Social Media Campaign' awards at the 2014 Zambia Public Relations Association's (ZAPRA) Annual Awards held in Livingstone.

**Airtel-Vodafone** (Channel Islands) received the 'Customer Service Excellence' certificate for 2014 from the UK-based Centre for Assessment.

**Centum Learning** won the 'Employer Branding' award in the 'Training Provider of the Year' category at the 5th Employer Branding Awards 2014 presented by the World HRD Congress in Singapore.

**Sunil Bharti Mittal** ranked among top 10 CEO's in The Economic Times Corporate Dossier survey for 'India Inc's Most Powerful CEO's 2014.'

**Rakesh Bharti Mittal** conferred the 'Hari Chand Award for Corporate Citizen of the year 2013' by the Ludhiana Management Association.

**Rakesh Bharti Mittal** appointed as the 'Honorary Consul' for Republic of Sierra Leone in India.

# BSB LEADING THE MOBILE INTERNET REVOLUTION

Launched in December 2012, Hike Messenger is redefining the way the market looks at messaging. Backed by Bharti SoftBank, Hike has grown rapidly to emerge as a versatile multi-platform messaging app with over 35 million subscribers.



Recently launched Regional Sticker Packs have brought in a lot more fun and context to Hike users across India. 19 year-old Arnab from Bengal says, "It's so much more fun to send a 'Ghyama' sticker than writing 'awesome'. It adds so much more context to messages. No other application is giving features that are so apt for the local needs."

Hike's rapidly growing popularity is just one instance of Bharti SoftBank's

successful foray into the mobile internet arena. Bharti SoftBank (BSB) is today running three business verticals - Hike (Instant Messaging), Tiny Mogul Games (gaming) and BSB Portal (mobile media products), though Hike has remained the most prominent face of the Company till date.

Bharti and Japan based SoftBank Corp came together in October 2011 to establish Bharti SoftBank

Holdings to explore opportunities in the rapidly expanding mobile internet space. The Company made a successful debut in December 2012 with Hike Messenger, India's first cross platform free messaging application. Since its launch, Hike has grown consistently and presently serves over 35 million users. Today, on a monthly basis more than 10 billion messages are exchanged over the platform, of which over three billion are stickers.







Backed by youth driven talent, Hike's unique co-creation model and ability to sense market needs has enabled Hike Messenger to grow consistently and offer new age defining features. I am sure very soon we will emerge as the first India born mobile messaging app to serve 100 million users.

- **Kavin Bharti Mittal**, Head of Strategy and New Product Development, Bharti SoftBank and Founder & CEO, Hike Messenger



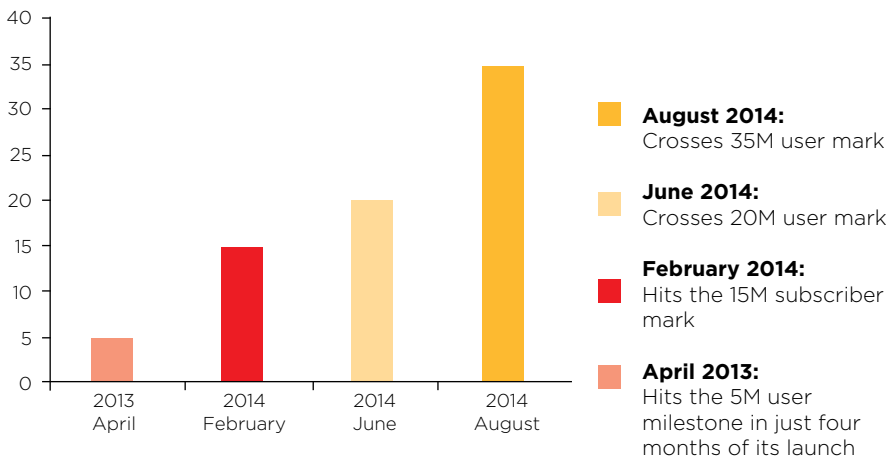
## WHAT MAKES HIKE DIFFERENT

- Ability to connect those who neither have smartphones nor have installed the app on their phones; making this possible is the unique 'Hike Offline' feature that enables seamless integration between IM and SMS service unlike an app-to-app interaction, which is possible only on smartphones.
- 'Big File Transfer' enables users to share large files upto 100 MB each, well beyond the attachment limit of all IMs and even e-mail services.

## CO-CREATION

Driving Hike's ability to feel the 'pulse of the local market' is its unique 'co-creation model', which helps develop innovative product features based on user feedback. To implement the model Hike has a set of over 1,000 power users, also known as 'Hike Ninjas,' who provide regular feedback from across the country. Such an approach has enabled the app strike an emotional chord with users, especially the youth, by creating user-centric features. Take for instance, localised stickers which not only make messaging more fun but also help solve fundamental messaging input problems that one faces with regional languages.

### hi Hike's Journey:



M = million



## YOUNG TALENT DRIVES INNOVATION

**S**upporting BSB's rapidly expanding business portfolio is a youthful and enthusiastic workforce. The average age of BSB's workforce is 26. This enables the Company to sharpen its focus on youth-centric applications and remain true to its targeted users. Presently, 90% of Hike's user base is under 25. With a young talent pool and informal work environment, as an organisation BSB is designed to relate better to its young customers.



*Kavin Bharti Mittal (second from left) interacts with his team as they make messaging more engaging for users*

## GROWING INVESTOR CONFIDENCE

'Hike' is clearly making waves not just among IM users but among the global investor community as well. After receiving US\$ 21 million in the first two rounds of investment from BSB, Hike captured global headlines when it raised US\$ 65 million in the third round of funding in August 2014 which was led by New York-based PE investment firm Tiger Global Management alongside Bharti SoftBank.

## TINY MOGUL GAMES

- Focused on mobile gaming offering rich viewing experience with state-of-the-art graphics; 'Shiva: The Time Bender' is the first 'Made in India' game to be featured by Google in over 120 countries



## BSB PORTAL

- JV between BSB and Yahoo Japan to create online content for the Indian market; better known for its role in Airtel Live portal
- Partnered with Bharti Airtel to introduce a mobile app Wynk Music, one of the most popular music apps in India garnering more than a million downloads in less than 50 days of its launch
- Acquired a stake of 36.5% in ScoopWhoop, an India focused entertainment media startup



**Empowerment and innovation are the key drivers of growth at BSB**

- Madhu Nori  
CEO, BSB Portal



Hike Messenger's home screen makes a quintessential statement - 'Made with love in India'. The message speaks volumes about the passion that BSB's youthful workforce brings to their applications, be it messaging, gaming or web innovations. BSB's conscious strategy to take feedback from users and develop localised features has played a key role in helping its apps deliver a powerful growth momentum.



# TECHNOLOGY BOOST TO EBOLA CONTROL IN AFRICA

Airtel's state-of-the-art network and wide geographical presence propped up Ebola control initiatives

Earlier in August, the World Health Organization (WHO) declared the current Ebola outbreak in West Africa, a Public Health Emergency of International Concern (PHEIC). Airtel Africa's multi-pronged initiatives to strengthen governmental efforts to control the spread of the deadly virus have been widely appreciated across the affected region.

In Sierra Leone, the worst affected country, Airtel launched a large scale awareness campaign in schools reaching out to over 35,000 children about the preventive measures against Ebola. The Company launched a contact tracing programme in partnership with the Ministry of Health and United Nations Population Fund (UNFPA) as well. Airtel donated more than US\$ 90,000 including a day's salary of its employees towards Ebola control initiatives.

In Ghana, Airtel has donated 70 hand-held infrared thermometers worth GH ₵ 25,000 to the Ministry of Health to support Government's action to prevent Ebola. In other countries like Zambia and Republic of Congo, Airtel launched several awareness campaigns towards sensitising the public on the deadly virus.

World Health Organization has recognised Airtel's 'Contact Tracing' programme as the best practice to curb Ebola.



Airtel's poster informing people about preventive measures against Ebola virus in Republic of Congo

# QUICK RESPONSE AND WELL DEvised STRATEGY BRINGS RELIEF

Bharti Airtel and Bharti Infratel's smart use of technology and committed field force led to quick restoration of telecommunication services in Jammu & Kashmir and Andhra Pradesh which were severely affected by natural calamities.



*People braving floods in Srinagar*

In September this year, Jammu & Kashmir received heavy rainfall causing unprecedented flooding across the region. Key infrastructure like roads, bridges, power supply lines and telecommunication networks were badly hit. More than 4,300 mobile towers were damaged and over 1,300 towers of Bharti Infratel were affected. Submergence of the switching facility in the State Capital Srinagar resulted in complete network disruption.

A combination of well devised strategy and effective implementation at Bharti Infratel and Bharti Airtel helped in quick resumption of services. Besides setting up a '24X7 War Room' to handle restoration, dedicated teams were created to coordinate with field teams and partners. Field teams exhibited exemplary coordination skills

while working with teams from Indian Army and Disaster Management Department.

Bharti Airtel on its part credited free talktime of 50 minutes to individual customers and established PCOs with free calling facility in Srinagar, Poonch, Rajouri and Surankote, which were severely impacted. 5,000 SIM cards were distributed with 50 minutes of free talktime. Five VSAT terminals (satellite communication system) with wifi equipment were flown into Srinagar that enabled Airtel to set up public wifi hotspots at different locations, which allowed people to use data services.

Bharti Airtel had organised ten camps for medical assistance to complement Government's relief





CHIEF MINISTER

Date: 28<sup>th</sup> October, 2014Dear *Sri Sunil Mittal,*

Thank you for your efforts in helping us restore telecommunication services that were battered due to Cyclone Hudhud.

I appreciate your travelling all the way to Visakhapatnam and taking the initiative in announcing special plans for customers in Cyclone-hit Districts in Andhra Pradesh. Your effort to organize other service providers to help the Government in restoration works is commendable.

I extend my best wishes to you and look forward to working with you in future.

*with regards,*

Yours sincerely,

(Nara Chandrababu Naidu)

Sri Sunil Bharti Mittal,  
Founder and Chairman,  
Bharti Enterprises Limited,  
Bharti Crescent,  
1, Nelson Mandela Road,  
Vasant Kunj, Phase II,  
New Delhi – 110070.

*Letter of appreciation from Nara Chandrababu Naidu,  
Hon'ble Chief Minister of Andhra Pradesh*

## AP's Chief Minister appreciates Airtel's efforts

Despite the usual early warnings from Meteorological Department, Cyclone Hudhud severely affected Andhra Pradesh in October. Nearly 11 million people were affected as the powerful storm disrupted communication services and power supply lines in the coastal districts. Airtel established a 'Hudhud Control Room' to monitor all recovery operations. Connectivity to ATMs in critical areas were restored using Airtel VSAT link bringing timely relief to hassled customers in the wake of flying prices of basic commodities. As an emergency relief measure, free talktime of 30 minutes was credited to customer accounts along with the advance talktime facility in order to help customers continue mobile usage. Mobile phone charging stations established by Airtel came quite handy for customers in areas with no electricity. Airtel PCO's too were set up across relief camps facilitating free calling.

Bharti Group Founder and Chairman Sunil Bharti Mittal's visit to cyclone hit Visakhapatnam to oversee network restoration activities received widespread appreciation. Later, Nara Chandrababu Naidu, Hon'ble Chief Minister of Andhra Pradesh expressed his appreciation for Airtel's swift action to restore network operations.



*Aerial view of flood affected Srinagar city*



*Bharti Infratel employees donating clothes during 'Joy of Giving' week in Srinagar*



*Airtel employees distributing SIM cards with free talktime to flood affected people in Srinagar*

operations. The leadership team of Airtel and Infratel flew to Jammu and Kashmir to take stock of ground zero and fast track all decisions and approvals. 'Joy of Giving' week was organised at Jammu to seek voluntary support from employees.



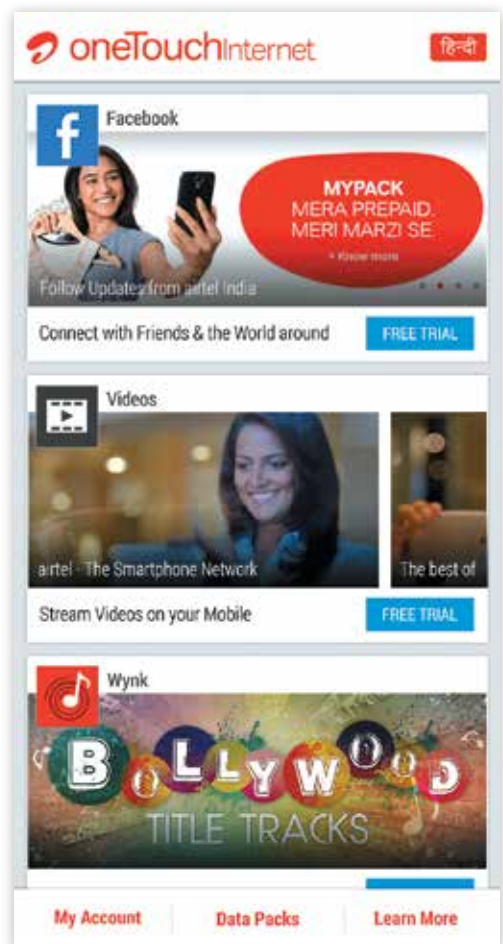
# 'ONE TOUCH INTERNET'

First of its kind initiative to open the doors to internet for millions in India

**H**igh-end technology can be exciting for the tech-savvy but extremely inhibiting for the uninitiated. Fear can delay the march of technology in low literacy markets like India.

Millions of customers despite owning 'data capable' devices have never accessed the Internet. Recently launched, Airtel's 'One Touch Internet' precisely aims to change this and help the rookie and the uninitiated overcome their perception barriers on mobile internet experience. 'One Touch Internet' is a WAP (Wireless Application Protocol) portal based on a simple and secure interface allowing first-time users to discover the internet easily and help them. It serves as a one-stop shop to see-try-buy popular internet services like social networking, videos, online shopping, music etc. with just one touch through free tutorial videos and trial packs.

Bharti Airtel organised 'Each One Teach One Day,' an industry first step to promote the use of mobile internet. As part of the initiative, Airtel's employees in India dedicated a day to educate consumers about using internet on mobile devices.







PD Sarma, CEO and MD, Airtel Bangladesh (Extreme left) with the leadership team at the launch of Shobai Ek in Dhaka



**Airtel Bangladesh introduces ‘Shobai Ek’ and ‘Shobai FnF’**

**Initiatives aim at simplifying mobile tariff structure**

**A**irtel customers in Bangladesh had one more reason to cheer when the operator introduced the country’s most affordable mobile tariff plan ‘Shobai Ek.’ The initiative, a first of its kind in the country, enables users to make calls at 1 paisa per sec to any network across the country 24x7. The plan available to both new and existing customers has raised the bar in delivering value to its customers

through simple and transparent tariffs. The new plan was subsequently enhanced by another one called ‘Shobai FnF’ with the added feature of unlimited validity. With ‘Shobai FnF’ customers can enjoy 1/2 paisa per second call to all Airtel numbers. In an attempt to boost awareness, Airtel employees took part in several market storming sessions throughout Bangladesh with colourful rallies.



**Airtel Africa rolls out its first 4G LTE in Seychelles**

**Company had launched 3G services in the market in 2006**

**B**harti Airtel’s customers in Seychelles will now be able to experience superfast data services on their mobile devices much like their counterparts in India. Airtel launched its state-of-the-art 4G LTE (Long Term Evolution) network in the country recently. Incidentally, Airtel had launched 3G services in Seychelles in 2006 much before it started

its 3G operations in India. Introduction of 4G services marks a new peak in Airtel’s historic journey in Africa where it is now the largest provider of 3G services with a geographical footprint in 17 countries. Bharti Airtel had started its international mobile operations with the launch of services in Seychelles in 1998.



Christian de Faria (MD and CEO, Airtel Africa) (Second from left) and H.E. James Michel (President, Republic of Seychelles) (Middle) with the leadership team of Airtel Africa during the launch of Airtel’s 4G services in Seychelles



## **Airtel Africa divests tower assets in 13 countries**

**Initiative to help reduce debt and sharpen focus on core business**

Over the last few months, Airtel has divested more than 12,500 telecom towers in 13 countries in Africa. Airtel has signed pacts with Helios Towers Africa (HTA) and Eaton Towers to sell over 6,600 towers in 10 countries across its African operations. In Nigeria, Airtel Africa's largest market in the continent, the Company has entered into an agreement with American Tower Corporation (ATC) to sell over 4,800 towers in the country. In addition to the above, Company sold over 1,100 towers in Zambia and Rwanda to IHS Holding in a recent development. The agreements while allowing Airtel to sharpen focus on its core business and customers, would also enable the Company to deleverage through debt reduction, and will significantly reduce the ongoing capital expenditure on passive infrastructure.



## **Airtel Madagascar partners national security forces**

**Provides 'village phone business kits' to 40 locations with poor telecom network**

Now people living in Madagascar's southern region have a reason to feel safe from the threat of armed bandits like Dahalo. They can now inform security forces instantly without travelling long distances to gain access to telephone services. This has been made possible thanks to Airtel's Madagascar's initiative to provide 'village phone business kits' to remote

locations where poor network infrastructure had made the locals highly vulnerable to attacks from thugs. The kits which allow 24x7 network connectivity to security forces have been deployed at 40 remote locations where people are now able to inform security forces when attacked.



## **Airtel Gabon partners with UNESCO for ICT youth project**

**Programme will train 5,000 young people in first phase**

Airtel has joined hands with United Nations Educational, Scientific and Cultural Organisation (UNESCO) to launch 'Train My Generation: Gabon 5,000', a new training programme to impart new technological skills to youth in Gabon. To be operational for a period of three years, the initiative will begin with the establishment of

ten cyber centres at schools in Libreville, Port Gentil, Oyem, Franceville, Bitam and Lambaréné in the country. Under the programme, 5,000 young people, aged 18 to 35, will receive ICT training in the first phase. 100 secondary science teachers from secondary schools will also be trained to strengthen the progress of the project.





**Airtel Africa joins GSMA's mHealth programme in Sub-Saharan Africa**

**Airtel's collaboration to strengthen the role of the mobile technology in improving healthcare**

Thanks to Airtel Africa's association with GSMA's mHealth programme, over 15.5 million pregnant women and mothers with children under the age of five years are experiencing a big change in accessing healthcare information and services in 11 countries in Sub-Saharan Africa. As part of the partnership, Airtel provides healthcare related services that are offered

through mHealth platform like Gemalto, Hello Doctor, Lifesaver, Mobenzi, Mobilium, etc., giving a boost to the overall development of GSMA's mHealth programme. A global body of telecom operators, GSMA announced the launch of the initiative in June last year to improve healthcare for women and children with a focus on nutrition.



**Centum Learning forays into teacher's training programme**

**Company to implement best practices in skill development in CBSE affiliated schools**

Centum Learning has partnered with Central Board of Secondary Education (CBSE) to offer training modules for teachers and leadership teams in schools. The initiative is in line with CBSE's growing emphasis on inculcating leadership and other behavioural skills to improve the overall education system in the country. The programme covers people and process management, implementation of Continuous and Comprehensive Evaluation (CCE), class room management and other children-centric teaching practices that aim to help teachers in imbibing best practices followed in the industry. More than 350 Principals, Vice Principals, Coordinators and more than 3,000 teachers across 11 states of India have been trained under the programme.



*Session on teacher's training programme in progress*



**Brightstar Corp joins Beetel Teletech as a strategic majority partner**

**Beetel continues to retain its name, employees and operate from its headquarters in Gurgaon**

Bharti Enterprises has sold a majority stake in Beetel Teletech to US based Brightstar Corp, in an endeavour to enhance Beetel's strong distribution position by building new mobile handset and accessories product lines in India. Founded in 1985, Beetel enabled Bharti to make a successful entry into telecom business and establish one of India's most popular telecom equipment brands. The company has a strong presence in

distribution of consumer products as well as in B2B with more than 500 distributors and partners, 10,000 retailers and 28 warehouses across the country. As the largest specialised wireless distributor in the world and a leader in innovation and diversified services for the wireless industry, Brightstar will bring the latest mobile devices and accessories from top manufacturers for distribution through Beetel's well-established network.



**Bharti Retail introduces new private labels**

**In-house brands to strengthen easyday’s mission of ‘Easy shopping & Easy saving’**

‘Easymaxx’ and ‘Easychoice’, Bharti Retail’s new private labels are gaining in popularity among buyers by the day. Characterised by packaging innovations, quality and affordability, the in-house brands are part of a series of initiatives by the Company that aim to enhance customer experience at easyday stores. The new brands have already made their mark in categories like *atta*, *ghee*, tea, fruit drink and toilet cleaner. Take for instance, the ‘Easymaxx’ fruit drinks packed in pet bottles as compared to the conventional tetra packaging of competitors. The packaging innovation not only helps make the product affordable, easy to handle during transportation, storage and distribution but also lowers the price as well.



**Technology transition at Bharti Retail**

Bharti Retail has selected the SAP® IS Retail Enterprise Resource Planning (ERP) & Wincor Nixdorf, Germany system to replace its IT system and POS (Point of Sale) system. By rolling out the application and data management software, along with solutions for merchandising, forecasting, promotion management and fulfillment, Bharti Retail is able to better react to shifting retail trends and better serve its customer base across all touch points. Bharti Retail is today running 198 stores neighbourhood and compact hypermarket formats across 12 Indian states.





*Ramit Bharti Mittal, Director, Gourmet Investments*

## **‘PizzaExpress’ rolls out red carpet for Delhites**

**Gourmet Investments plans to take the brand to other key cities in India**



**A**fter Mumbaikars, Delhites are now enjoying authentic Italian delicacies like *Pollo Affumicato salad*, *Calabrese* and *Dolcetti* from ‘PizzaExpress’, the globally renowned premium casual dining brand from UK. Bharti Family Office promoted Gourmet Investments opened the first ‘PizzaExpress’ outlet in Delhi. Located in the Ambience Mall in National Capital’s Vasant Kunj area, the outlet became operational in October. After establishing its footprint in Mumbai with six restaurants, Gourmet Investments is now focused on taking the famous brand to other key metros in the country.

As foodies enjoy mouthwatering food items they can

also interact with chefs (referred as Pizzaiolos) and watch them prepare their favourite food thanks to its open kitchen design. ‘PizzaExpress’ is known to take inspiration from the local surroundings and the local culture that speaks of a unique and striking feature. The Delhi outlet design is inspired out of the ceramic potters who used to live in this area. Design of the ceramic plates on the walls carry Persian art and also reflect the journey of ‘PizzaExpress’ from Wardour Street, London to Vasant Kunj, New Delhi.

‘PizzaExpress’ entered Indian market in 2012 in partnership with Gourmet Investments.



**ADHM 2014 receives enthusiastic response**



Over 32,500 runners participated in 2014 edition of Airtel Delhi Half Marathon. The hugely popular marathon also attracted 66 corporates that fielded a total of 181 teams

**Change Maker Awards 2014**



Vijay Chadda, CEO, Bharti Foundation (Sitting extreme left); Sunil Bharti Mittal (Sitting fourth from left); Rakesh Bharti Mittal (Sitting fourth from right) and Manoj Kohli (Sitting third from right) with the awardees at the Bharti Foundation's Changemaker Awards 2014. The annual event is held to felicitate individuals as well as Bharti group companies championing social causes through corporate responsibility initiatives.



**Bharti AXA GI contributes 18,000 Euros to Satya Bharti School Program**

**Fund raised at AXA Group's 'Global Volunteering Challenge' contest**

Every year AXA Group, Bharti Enterprises' joint venture partner in its insurance businesses, celebrates CR Week to realign their focus on CSR worldwide. One of the key highlights for the week is the Global CR Challenge wherein AXA entities across globe compete by volunteering in various CR activities. Bharti AXA General Insurance

secured the second place among AXA Group entities after logging 11,712 work hours towards volunteering activities during the CR Week. Bharti AXA General Insurance received a corpus of 18,000 Euros for the volunteering efforts of its employees, which was donated to Bharti Foundation's Satya Bharti School Program.





**Dr. Abdul Kalam visits Satya Bharti School in Punjab**

**Administers his famed Teachers' Oath**

**O**n 29th August 2014, there was a surprise visitor at Satya Bharti Adarsh Senior Secondary School in Sherpur Kalan, a village situated in Punjab's Ludhiana district. Dr. APJ Abdul Kalam, former Indian President and one of country's celebrated space scientists, also popularly known as 'Missile Man of India', was there for a special purpose. During his visit, Dr. Kalam administered the ceremonial Teachers' Oath authored by him to not just the teachers of the School but others from nearby Government schools as well. The 11 point oath acts as a guiding principle for teachers

towards ensuring the holistic development of students. The oath reaffirms Satya Bharti Schools' commitment in delivering quality education to students through a sense of ownership and responsibility among its teachers.

Dr. Kalam also visited a science exhibition organised by the students and teachers of the school. He reviewed various presentations and shared his insights with them. Later, he also participated in an interactive session with more than 200 students of the school.



*(Left- Right) Rakesh Bharti Mittal; Dr. APJ Abdul Kalam (Former President of India) and Vijay Chadda (CEO, Bharti Foundation) at the Teachers' Oath Ceremony in Ludhiana (Punjab)*



*Rakesh Bharti Mittal and Dr. APJ Abdul Kalam (Former President of India) interact with students of Satya Bharti School during a science exhibition which was organised as part of the Teachers' Oath Ceremony*



**Rural Sanitation - Leading from the front**

**Bharti Foundation emerging as a pioneer in rural sanitation through its ‘Satya Bharti Abhiyan’**

Inspired by Hon’ble Prime Minister Narendra Modi’s historic call for ‘Swachh Bharat’ (Clean India), Bharti Foundation has started its own Satya Bharti Abhiyan to contribute to the cause of rural sanitation in the country. Bharti group has pledged to invest upto ₹ 100 crore in improving rural household sanitation facilities in its adopted district of Ludhiana in Punjab. The programme, supported by the two group companies – Bharti Airtel and Bharti Infratel, will also invest in improving sanitation facilities in Government schools in rural Ludhiana by building new toilets for girls, where no such facilities exist.

Under the programme, the Foundation will be constructing household toilets in 900-odd villages of the district. The Foundation has already entered into an MoU with Sulabh International (‘Sulabh’), one of the foremost names in sanitation in the country to construct 12,000 toilets under the first phase of Satya Bharti Abhiyan.



*Teachers and students of Satya Bharti Schools at the launch of ‘School Sanitation Week’ in Punjab where they pledged to devote 100 hours each year- that is two hours per week - to voluntary work for cleanliness*

**“Lack of private sanitation facilities in rural households not only constitutes a major cause of embarrassment for the women, but also points to a much wider problem of rural hygiene and cleanliness. ‘Satya Bharti Abhiyan’ will help cover a long felt gap in rural hygiene infrastructure in Punjab, besides contributing to the larger National Mission of ‘Swachh Bharat’ (Clean India) in its own limited way. It is our commitment that no single household or school in rural Ludhiana will be without a toilet by the end of its tenure.”**  
 – Sunil Bharti Mittal, Chairman, Bharti Foundation





# In Focus

**Alain Kahasha**  
MD, Airtel DRC

**S**ince he began his association with Airtel in 2006 (then known as Celtel), Alain Kahasha has donned many hats while driving the Company's operations at multiple levels in different regions. After working as the Sales Director in Congo Brazzaville for about three years and in Gabon for two years, Alain was elevated in 2010 to drive Airtel's operation in Niger as Managing Director. After four years, he was promoted to the position of Chief Operations Officer in Democratic Republic of the Congo (DRC) before taking over as the Company's Managing Director in a recent development.

"I believe with my focus on strategic issues like employee engagement, improving network, brand enhancement, and offering innovative services, we will definitely emerge as the undisputed number one telco in DRC", avers Alain. "Airtel Money and data services are the two key components that will drive our growth", he points out. Recently, Airtel Money emerged as the largest financial service provider in DRC hitting the 1 million revenue-earning customer landmark.

Alain holds an Electrical Engineering degree and a Master degree in Telecommunication from 'Faculté Polytechnique de Mons', Belgium. Before joining Airtel, he had worked in various commercial and technical roles at British American Tobacco, Coca-Cola and Vodacom in DRC. He attributes his professional growth to hard work, honesty, readiness to accept challenges and most importantly being a team man. One gets a glimpse of Alain's spiritual side when he says "I am thankful for different opportunities that God has opened up for me on the professional front."

He mentions the name of Dr. Mo Ibrahim, the business leader whom he follows for his generosity, simplicity, keen interest in learning and respect to all. His favourite author is Stephen Covey whose book 'The 8th Habit: From Effectiveness to Greatness' gives deep insight into principles which are important for life.

Alain is married to Rachel with three children. He loves travelling and his "dream holiday destination is Cuba." Chess is his favourite game.



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# 'WYNK'—REDEFINING MUSIC ON MOBILE

Airtel becomes the first operator to launch an OTT mobile app, boosts its legacy in offering music related services

These days, 22 year-old Ashish, a self-confessed music buff, does not require a separate music player to listen to his favourite songs thanks to Bharti Airtel's new mobile music application 'Wynk' Music. The Company's first music app enables him to access over 1.7 million songs across eight languages (English, Hindi, Punjabi, Bhojpuri, Tamil, Telugu, Kannada and Bengali) while on the move. Ashish is one of the many music lovers whose love affair with music has reached a new high since he gained access to this service.

Ashish has already recommended the app to his friends, which offers unlimited streaming and download of music at no additional data cost. 'Wynk' Music is a carrier agnostic app, which is accessible to non-Airtel subscribers as well. This is a first of its kind initiative from Airtel which makes the telecom giant the first mobile operator in India to introduce an OTT (Over-the-Top) mobile application.

With an expert curated library of songs across different moods, artists and genres, the app witnessed more than one million downloads within 50 days of its launch. Accounting for 13.88 downloads every minute; it also secured the top position in the Google Play store in its category.



*(Left – Right) Anand Chandrasekaran, (Chief Product Officer, Bharti Airtel), Srinivasan Gopalan (Director – Consumer Business, Bharti Airtel) and Devraj Sanyal, (MD, Universal Music and EMI Music, South Asia)*



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