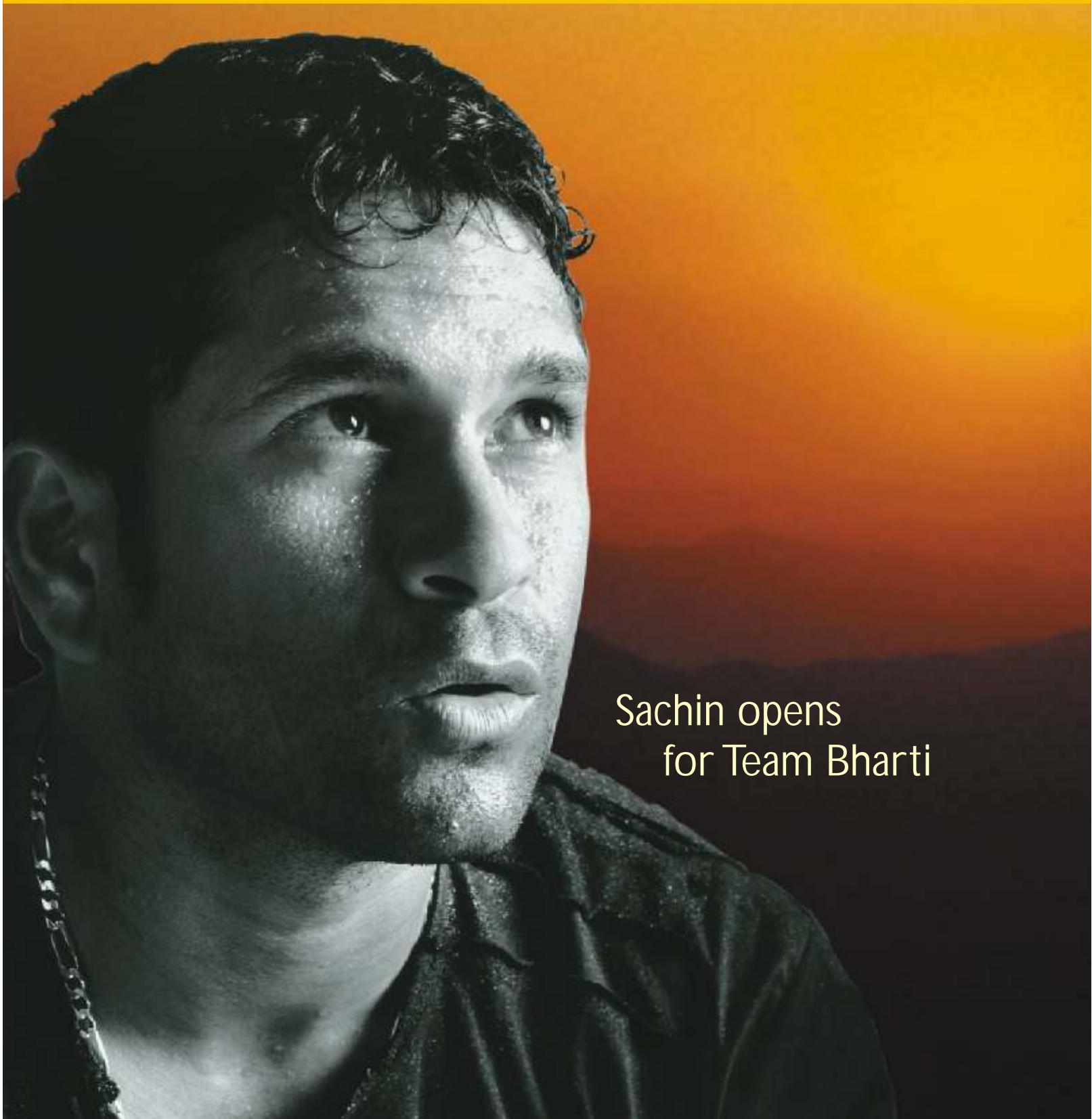


The in-house magazine of Bharti Enterprises

bharti today

Vol. 8, Issue 1, 2004



Sachin opens
for Team Bharti

Highlights

- AirTel's dynamic new theme is "**Express Yourself**"
- AirTel crosses the **5 Million** mark
- Infotel launches **India's First Broadband WiFi** for homes
- touchtel passes the **5 Lakh** milestone
- touchtel launches **SMS** services

Airtel

Express Yourself



Chairman's message to Team Bharti

Dear Colleagues,

I wish all the members of the Bharti family a very happy festive season and a bright and prosperous NewYear. As we get ready to welcome 2004, let's look back at the last year.

What a great year 2003 has been for all of us! Bharti joined the elite list of companies that enjoy a billion dollar turnover. In terms of market capitalisation, we achieved the distinction of being ranked 7th amongst private companies in India. This prolific growth of Bharti was a direct result of AirTel crossing the 5 million-customer mark and Touchtel passing the 5-lakh milestone. In 2003, all our businesses performed well and we aggressively moved towards integrating them, making Bharti a full service telecom company, offering mobile, fixed-line, long distance and data services. Bharti's business interests in BPO saw an upswing, post its joint venture with TeleTech USA. To its credit, Bharti TeleTech introduced featured-packed, SMS-enabled phones in the market, while increasing its exports by 35%. All this was made possible because of your untiring efforts in reading market dynamics well, and by pursuing a customer centric approach.

Having come so far, we now need to take fresh guard and gear up for the challenges that lie ahead. The introduction of the unified policy has thrown new opportunities before us. The time has once again come to demonstrate our agility to adapt to the paradigm shifts in the business environment around us. We need to, *have to*, translate them to our business advantage.

Having received LoI's for the 6 new telecom circles, in the coming year we need to transform them from the drawing board to live networks. The needs of our customers are changing fast. We would have to move at the speed of thought and quickly respond to this evolution. While doing so, we would have to not only talk "Voice" but also service the "Data" needs of our customers.

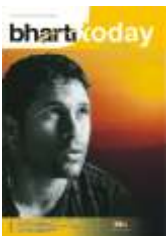
We also have the daunting task of transforming the lives of millions of customers and touch them on an emotional level, as underlined by AirTel's new theme – Express Yourself. Innovation, controlling costs and increasing productivity have always been our guiding principles. The time has come for us to move from customer service to customer delight.

Together, let's realign our energies and work towards making 2004 an even greater success than the last year.

Best wishes,

Sunil Bharti Mittal

bharti building telecom building partnerships



Sachin Tendulkar
– AirTel's new
Team Mascot





The AirTel Success Saga

5 Million Customers!

Growth achieves exponential proportions! The last 1 million added in just 100 days!

To celebrate this phenomenal milestone, Bharti has pulled out all stops. In an unprecedented expression of gratitude to its loyal customers, AirTel slashed SMS rates by half for all 5 million customers.

And to ensure that its infrastructure remains more than capable, AirTel is investing Rs. 650 crore by the end of the year, taking the total spend for the current fiscal to Rs. 1500 crore. AirTel now enjoys a whopping 25.1% share of the Indian GSM mobile market (as on 31st October, 2003) across 15 circles, being an unchallenged leader in 6 of them.

Where are we going tomorrow?

Onward ho... into Rajasthan, UP (East), West Bengal & Andaman Nicobar, Orissa, Bihar and J&K!

It will only get better and better!!



Touchtel crosses the 5 Lakh customer landmark

The last 1 lakh customers in only 4 months!

The journey, which began in Madhya Pradesh in 1998, has been fuelled by the launch of 4 new Circles, namely Delhi, Tamil Nadu, Karnataka and Haryana.

Offering customers a world-class service experience with the aid of cutting-edge technology, has ensured stupendous growth and unmatched customer delight. Of the 5 lakh connections, 4.4 lakh are in offices and homes, benefitting close to 2 million users, while a network of 60,000 PCOs caters to 38 million users.

Its many exciting add-ons include Voice Plus services, DSL services, state-of-the-art 24x7 customer care, and more!



Triple Jump to US\$ 1 Billion!

Hop... Step... Jump! Bharti's Net Profit in the Second Quarter of the current fiscal, zoomed by 3-times to Rs. 93 crore, as compared to Rs. 31 crore in the last quarter. This is indeed a remarkable step up from a loss of Rs. 129 crore in the corresponding quarter last year. The Total Revenue for the Second Quarter also rose to Rs. 1,144 crore, representing a 74% year-on-year growth.

Which makes Bharti a US\$ 1 Billion revenue company on an annualised basis.



The EBITDA for the Second Quarter stands at Rs. 377 crore, translating to a year-on-year growth of over 200%, while Cash Profit shot up to Rs. 306 crore, nearly 7-times last year's results!

Bharti gets a Double-Whammy from Voice & Data



Rakesh Mittal receiving the award on behalf of Bharti Teletech from Shri Ashok Pradhan, Minister of State for Communications and IT

Bharti Teletech has achieved a 41% growth in the retail market, and a rise of 20% in exports (outside USA), while Bharti Cellular Limited is leading the cellular revolution in India, through a mix of great product innovation, customised solutions and competitive tariffs. *Small wonder, they've both come out tops!*



Manoj Kohli receiving the award from Shri S. U. Thirunavukkarasar, Minister of State for Communications and IT

Of Brands & Accolades

Corporate India's brightest stars descended for a four-day India Brand Summit, inaugurated by the summit Chairman, Hemant Sachdev, on 28th December at Nehru Centre, Mumbai. At the brand summit, AirTel won the Service Excellence award. The evening clearly belonged to Bharti Enterprises as it was conferred the Brand Leadership award and Sunil Mittal was adjudged the CEO of the year. Seen here in the picture is Hemant lighting the inaugural lamp with Managing Director, HSBC India – Naina Lal Kidwai and Star News, President – Ravina Raj Kohli.



Hemant Sachdev, Chairman, India Brand Summit, lights a lamp to mark the beginning of the summit

Revolution at the National HRD Network



Sunil Mittal lights a lamp at the NHRD conference

"An asset-heavy and people-light organisation may not be the most relevant to the Nation," said Sunil Mittal, at the 4th conference of Young HR Professionals, organised by the National HRD Network, Delhi Chapter, in early November 2003, where he was the Keynote Speaker. "Any enterprise can succeed if it has Human Resources (HR) or people-focus intrinsically built into it."

"India is at the threshold of a revolution in the services sector, one which is being championed by the youth. Most emerging opportunities today are in the realm of asset-light and people-heavy organisations, in the domain of call centres and business process outsourcing. In this context, HR is poised to play the role of a strategic partner in building business capability. Bharti, with an employee strength of over 6,000, has deployed innovative HR practices, enabling its rise to leadership in the telecom industry," said Sunil Mittal.

Bharti... the Best Employer!

In an announcement that will make every Bharti proud indeed, a survey conducted by Hewitt deemed Bharti's HR department as winner of the Special Achievers Award for *aligning people systems to business needs*. The honours were received by Jagdeep Khandpur at a glittering ceremony held in Mumbai in August 2003.

Most interestingly, Bharti Tele-Ventures Ltd. is the Only Telecom Company in the Top 25, is 14th amongst the top-25 Best Employers in India in 2003, and is the Youngest Company ever to make it to the 25...and all this in Bharti's debut participation in the prestigious *Hewitt Best Employers* ranking!

Kudos to Bharti for creating a vibrant, productive, progressive and people-oriented workplace!



Jagdeep Khandpur and the Bharti HR Team at the Awards function



Jagdeep Khandpur receiving the award from Ms. Naina Lal Kidwai

A Kaleidoscope of HR Creativity

At the 3rd HR Council in Delhi, held in November 2003, Infotel's Broadband & Data Group, led by Sukhjot Pasricha, received the BTVL HR Team Excellence Award from Sunil Mittal. Mobility's Northern Region HR Team, led by Harshvendra Soin, also bagged the BTVL HR Team Excellence Award.

Both the Teams were recognised for myriad creative initiatives, ranging from institutionalising BhartiValues to work environment, personnel growth and development to welfare activities, all of which have translated to a robust business performance.



Bharti Broadband & Data Group's winning team receiving the award from Sunil Mittal.



Harshvendra Soin with Mobility's Northern Region HR Team

Adding Brains to our Network

Sunil Mittal and Mr. Balu Doraisamy, President, HP - India, commissioned a Network Brain, in a manner of speaking, when they recently inaugurated Bharti's National Network Operations Centre (NOC) at Gurgaon, Haryana. The state-of-the-art marvel of engineering centrally monitors, manages and controls performance & fault levels of AirTel's nationwide 15-circle cellular network, via 6 regional centres (located at North, North-Central, South, South-Central, East and West).

AirTel is India's First GSM Operator to have a Centralised NOC. The platform provided by HP will increase efficiency in customer service, while reducing operational costs and enhancing staff productivity.



(Left to Right) Mr. Balu Doraisamy, Don Price, Sunil Mittal and Manoj Kohli



Rajan Mittal addresses the august gathering at the CEO Meet, in the presence of Dr. A. P. J. Abdul Kalam, President of India, and Her Holiness Sri Mata Amritanandamayi Devi

CEO Summit – a dream for India, 2020

As part of the Golden Jubilee Birthday Celebrations of Her Holiness Sri Mata Amritanandamayi Devi, in Kochi in September, Rajan Mittal spoke to an august audience at the CEO Summit. He said, "Telecom and IT have the potential to deliver the four dimensions – e-education, e-governance, e-commerce and social transformation – all critical for the success of a country's development. And India would need to invest an additional US\$ 40 BILLION in Telecom to achieve a tele-density of 20%, which translates to 250 million telephone lines."

Describing telecom growth in India as spectacular, he added, "Today, India is the world's 8th-largest telecom network, with 60 million telephone users, including 20 million wireless users. This is extremely low for a country with over 1 billion people."

Sharing his views and vision, Rajan Mittal opined that by 2020 India can emerge as a most developed nation, given that political and business leaders walk the talk.



Sunil Mittal, Manoj Kohli and Vinod Sawhney with the children at Ashiana

AirTel, the Good Samaritan

AirTel Ashiana does commendable work for the education and development of less privileged children, and is based in Mohali, Punjab. Bharti, as a leading responsible corporate citizen, has adopted several children from nearby Nehru Colony in Sector 52, and intends to spread its Ashiana wings across the entire state of Punjab.

AirTel Ashiana celebrated Children's Day with the less privileged children of Nehru Colony, by organising a Cricket Match between AirTel Ashiana XI and Nehru Colony XI. There was also a Painting Competition and Planting of Saplings by the children at Greens, the in-house nursery. Over 50 children from Nehru Colony and AirTel Ashiana enjoyed a wonderful day of fun-filled activity.



Don Price and Sanjay Nandrajog with Jan Campbell of Ericsson, at the AirTel EDGE event

Want Broadband Mobile Speeds? Just get the AirTel EDGE!

When it comes to ssssspeed, AirTel has always got there first. As it did with India's first ever Enhanced Data Rate for Global Evolution (EDGE) trials by any mobile operator, using Ericsson's cutting EDGE technology. Conducted on AirTel's Delhi network towards the end of November, the trials were a huge success; the first call demonstrated significantly enhanced speeds for Internet-based, multimedia services. The Triple-speed, GPRS technology, EDGE-capable network is due to be deployed in Delhi by 2004.

Yet another first was the introduction of International GPRS Roaming with SingTel in Singapore and Globe in the Philippines, due to be extended to UK, Hong Kong, Australia, USA, Thailand and Sri Lanka. What's more, AirTel has implemented a complete suite of

voice enhancement features, improving the listening experience manifold. *Talk about an International EDGE, you've got it all with AirTel.*

This follows the launch of India's First Dual Band Network in Delhi two months back, the first of its kind designed by Ericsson. It heralded better connectivity and minimal network congestion even at peak hours, especially at the high call traffic areas (hotspots).



Namita Manchanda and her Team holds aloft the coveted Choreography Competition Trophy in jubilation

The 8th Anniversary Bonanza

A birthday is always special, and AirTel Delhi made its glorious 8th even more special for its 1.25 million customers, with a Direct Dil Se brand built up for the Annual Day celebrations.

To celebrate the huge occasion, several innovative and exciting benefits were offered in November to both pre-paid and post-paid customers.

And Team AirTel went into overdrive, taking celebrations into a new dimension. They partied like there was no tomorrow, with dances, music and eats galore!



Sunil Mittal presents the Best Club Trophy to Bhavna Puri and some of her Team members from Purple Planet, during AirTel Delhi's Grand 8th Birthday Bash!

Welcome to the Bharti Family



Deepak Mehrotra is COO, Karnataka

Deepak Mehrotra recently joined Bharti Cellular as Chief Operating Officer, Karnataka, and will be reporting to Jagdish Kini. He is 39, and has over 15 years of experience in the FMCG industry, in Asian Paints and Hindustan Coca Cola Beverages. He is an Electrical Engineering graduate from Roorkee University and an MBA (Marketing) from Mumbai. He will be responsible for the Sales, Marketing and Customer Service functions of the Karnataka Circle.

Vijaya Sampath has been recently appointed Corporate Director & General Counsel, Bharti Tele-Ventures. Possessing a wealth of experience on legal issues, she has a BA, LLB & FCS, and is an alumnus of the Advanced Management Program at Harvard. Vijaya has also attended the Strategic Alliances and Negotiation Programme at Wharton Business School. Prior to joining Bharti, she was with Ranbaxy Laboratories as its Vice President – Legal & Secretarial.



Vijaya Sampath, Corporate Director & General Counsel

History at the Homeland!

AirTel Leads in Punjab... making it the 6th Circle in India where Bharti dominates

Reaching this target in a lightning 18 months is unprecedented in the history of Telecom in India! Representing breakneck growth @ 20% (as compared to the industry's low 6%), AirTel Punjab has made everyone at Bharti proud and fired up to emulate the same!



Sunil Mittal, Manoj Kohli and Vinod Sawhney uncork the celebrations at the Hawaiian Theme party to mark Leadership in Punjab

To celebrate this mega-occasion of Leadership in Punjab, all the employees came decked up for a vibrant Hawaiian theme party. Sunil Mittal unveiled Leadership in a unique manner which set the ball rolling for the mega-festivities...scintillating fireworks, live performances from celebrities, foot-tapping music, enthusiastic dancing and plenty of eats!

It was an event that will be cherished for many years to come!



Sunil Mittal does the honours at the Leadership event

AirTel Northern Region

Call Centre Brilliance

Northern Region gave a small glimpse of their innovative skills in space utilisation, when a storeroom in the Chandigarh office was converted into a state-of-the-art Call Centre. *Minimum Expense – Maximum Returns!*

The IndiaOne Ethos Work hard, Play hard, Enjoy life News 'n' More from Bharti Infotel (Long Distance Group)

Six Sigma Rewards & Recognition — As part of the Six Sigma programme, efforts of the Champions and Team Members of all the Black Belt Projects were recognised, where Team Members received Rs. 5000/- Gift Vouchers each, and Champions were awarded Overseas Holiday Packages.

Product Launches — The IndiaOne HomeTouch International Card, a best-value calling card, is perfect for Indian travellers going abroad, offering tremendous convenience, ready availability and, foreign exchange savings.

Chairman's Quality Award — The Long Distance Group won the Chairman's Quality Award for its Six Sigma project on Reduction of Call Failure.



The Outbound High-Performance Team Leadership Programme, an annual event initiated last year, was held at Pegasus Institute in Bangalore over 3 days, and focused on building skills around leadership, team work and achievement orientation amongst its managers.



Sunil Mittal presents the Bharti Best CEO Award to P. Swaminathan, in Bangkok

Best amongst the Best!

It was a Conclave where all the top bosses were seen under the same roof...a rare occasion indeed! And a special one too, for several accolades were announced at the Bharti Top Management Conclave to recognise efforts that truly stand out. The achievers inspire Team Bharti to gun for Greater Excellence in telecom.



P. Swaminathan (Infotel) was named Best CEO, while the Chairman's Quality Award went to Bharti Telesonic (IndiaOne), and the first Chairman's Business Excellence Award was bagged by Infotel (MP Fixed-line) for Best Operating Unit.



The Senior Management team at a Sales Conference at Mussourie.... having fun at work on a new dimension

Positive & Open!

The Infotel Broadband & Data Group widens its repertoire

Rewards & Recognition — Infotel's Quality Improvement Team has developed a comprehensive in-house Complaint Management System (CMS) package to manage customer complaints and task requests, enabling 93% closure within 4 hours, in March 2003, up from 68% in September 2002.



The Champions and the Team that won the First Runner-up in the Chairman's Quality Award for Complaint Management Systems...
Creating Service Leadership through Processes and Technology

There's always a choice about the way one works, even though there may not be a choice about the work itself.

One can choose one's attitude at work... it's clear the Infotel Broadband and Data Group chooses to embody a positive and open culture at work. *Keep up the great work!*



Christopher Tobit, COO, Maharashtra and Goa Circle, Bharti Cellular, with Jagdish Kini, CEO & Director Mobility, South Central Region, at the InnoWest press conference in Pune

AirTel INNOWEST Leadership Through Innovations!

AirTel harnessed its hugely talented human resource pool in the Western Region and developed a dynamic strategy that will firmly entrench its Leadership in the Western Region!

Uniquely titled InnoWest – it offers amazing value by climbing atop the *Leadership Through Innovations* platform, and is yet another first to add to the remarkable repertoire of AirTel. It is designed to break the boundaries of the Western Region, embodying the spirit of AirTel. To mark the occasion, four press conferences were simultaneously organised in Mumbai, Ahmedabad, Indore and Pune.



Manoj Kohli and Hemant Sachdev present the high-decibel marketing campaign, InnoWest, at Mumbai

People Development

Achieving Competitive Edge through People — This unique programme was organised in collaboration with the Indian Institute of Management, Bangalore. It enables participants to become

has recently purchased a Learning Management System (LMS) from IBM, which will serve as a single platform for holistic learning (certificate-based e-learning) for the entire Bharti Group. It's fast, easy to use, provides guidance to choose the perfect pathway to career development. Watch for it soon on the Bharti Intranet - Bharti Live!



Assessors' Workshop

Conducted from 13th-15th November at Manesar, with participants from all Group Companies, this workshop was facilitated by Saville and Holdsworth Ltd., UK (SHL). All the participants got certified to be an Internal Assessor and to conduct Development Centre workshops for Bharti.

Sr. Management Team gets the Competitive Edge

Sitting (left to right) K. Vijayaraghavan, Sanjeev Sethi, Prof. L. Prasad (Programme Coordinator), Prof. Mithileshwar Jha, Dhananjayan G., Rajiv Mehrotra, Bhavna Bhaskar
 Standing, 1st Row (left to right) Nadia S. Sharma, Vinita Tikoo, Jagmohan Bhatt, P. D. Sarma, Randeep Narang, Sanjay K. Jain, Sanjay Mehrotra, Sanjai Saxena, Radhika Balasubramanian, Vivek Khanna
 Standing, 2nd Row (left to right) M. G. Raveendra Babu (Programme Assistant), Pritam K., Sanjay Sharma, R. D. M. Pandiam, Sanjeev Vaid, Christopher Almeida, Danesh Bansal

Effective Leaders, by managing people and leveraging on their strengths to achieve business success. The participants included Vice Presidents and General Managers across Circles from both Mobility and Infotel.

Bharti e-Varsity — e-Learning is the new mantra to build current and future capabilities, by leveraging technology. Bharti

Leading Creativity

Organised in collaboration with Erehwon Consulting, Bangalore, this programme unleashed the pioneer in each individual, creating an understanding of radical strategies to yield quantum growth. Feedback from participants revealed that it unearthed a Challenger mind-set and helped build confidence, skills and capability. ▼

The Landline SMS Revolution

SMS-enabled phone



In a world where innovation is the key to success, Touchtel stands out as the brand that every other competitor looks up to. From August 2003, Bharti Telenet launched Short Message Service (SMS) for its customers in Delhi and Haryana, a feat unmatched by any other fixed line service provider.



Leading Creativity to drive business innovation

AirTel Mumbai

1 year in a week!

It was a heady week of scintillating celebrations! AirTel Mumbai's First Anniversary Week-long celebrations came complete with a special lunch, fun games and gifts to employees, along with a theme party for employees' families, marked by dazzling stage performances. Rajan Mittal, Manoj Kohli and Hemant Sachdev congratulated the Team on the successful completion of one year of world-class operations.



Rajan Mittal with (right to left) B. C. Bhardawaj, Radhika Subramaniam, Saagarika Rai, Avnish Jindal, Anjan Chowdhary, Chirstopher Almedia



Talent unlimited showcased by Mumbai's AirTel employees



AirTel Maharashtra

1 Circle. 2 States. 2 Lakh Customers.

The Maharashtra and Goa circle, India's most forward-thinking mobile arena, achieved yet another milestone in November. The 2,00,000 customer mark was crossed, and celebrated with due pomp and fanfare at a cafeteria party.

Six Sigma comes up trumps

The Call Centre Internal Customer (CCIC) popularly known as the Dealer Helpdesk, provides back-end support and query resolution to Channel Partners, Upcountry Staff and to those who need customer-related data. To increase the accessibility from a low 51.5%, with almost half the number of calls being abandoned, a Six Sigma Green Belt Project was initiated. Hard work and team efforts resulted in bringing the abandon percentage down to less than 10%... that's more than 90% accessibility and enhanced channel satisfaction as well! *Congrats to the Team!*



AirTel Kolkata

Kultivating Kolkata Kustomers

Perfect Pujas! – it's the same every year... all the Puja Pandals have long queues; except for AirTel customers that is! They got immediate VIP entrance just by showing a downloaded logo! Also, a Puja Helpline provided traffic info, emergency services and other assistance. What's more, Free AirTel Metro Puja Darshan Maps were distributed from AirTel outlets.



Deepak Gulati, Anil Nayar and Manoj Kohli with the ECF toppers – Shamik Halder (Technical), Dipayan Mukherjee (IT), Rajyashree Ghosh (Business Operations), Sourangshu Ghosh (Customer Care) and Pallab Mitra (Marketing) – at the Employees' Communication Forum held in Kolkata recently

Corporate Theatre... the new age learning tool – A theatre-based approach to learning ensured receptivity, spontaneity and creativity on a higher level. Trust and vulnerability enabled insights to be imbibed better.

Clarity is the Key – The Kolkata Technical Team has successfully implemented a Voice Quality Enhancer (VQE) in November 2003. Despite ambient noise, customers can hear every word clearly on their mobile. *The competitive difference is crystal clear!*

A Service High – The best-ever recorded service level of 93% was achieved at the AirTel Kolkata Call Centre for 3 days in September 2003.

AirTel Karnataka

5 Lakhs Today...

4 Lakhs just 75 days earlier!

What a stupendous growth rate! It vindicates the investment of Rs.150 crore towards network strengthening and expansion, targeted to reach 135 towns by December 2003. As part of the 5 Lakh Customer Celebrations, the SIM Cards of 65,000 post-paid customers were replaced with 32 K SIM Cards free of cost. What's more, an AirTel Celebration Run was organised with the Shakti Foundation, and proceeds went towards the physically handicapped and rural underprivileged. Anil Kumble, a supporter of the foundation, flagged off the participants in the run.



Anil Kumble with Jagdish Kini and participants of the AirTel Celebration Run



Celebrations of a Vintage kind

Imagine your Grandpa & Grandma participating in a race! That's what it was like in October, when 27 beautiful vintage cars trundled along in the 400-km. rally from Bangalore to Mysore, in the Dasara 2003 Vintage and Classic Car Rally, as a part of AirTel's Mysore Dasara celebrations, carrying a message of culture, heritage and tourism.

AirTel, the Karnataka Vintage & Classic Car Club and the Government of Karnataka, organised the event, which saw many fabulous grand old four-wheelers of a bygone era.



AirTel Himachal Pradesh

50,000 Reasons to Smile

It's AirTel all the way as the first mobile operator in HP crossed the 50,000 customer mark in September, having added 21,500 customers in the preceding 5 months. For the benefit of pre-paid customers, a state-of-the-art Intelligent Network (IN) was launched along with 20 new cell sites.

AirTel Tamil Nadu

Seamless Coverage. 129 towns. 400 Base Stations.
1 Lakh Customers!

In October, the Tamil Nadu Circle crossed the 1 Lakh customer mark within just over 1 year of launch, becoming the largest network in the state. Given the tough competitive market scenario, the achievement speaks volumes about AirTel.

Orey State. Orey Rate.

The hugely popular & innovative *One State, One Rate Service* for Tamil Nadu & Chennai Circle customers allows STD calls to any GSM mobile in the state for just Re. 1 per minute (post-paid) and Rs. 2.40 per minute (pre-paid).

And if you are roaming, calls are only Re. 1 per minute (post-paid) and Rs. 2.40 per minute (pre-paid)

AirTel Andhra Pradesh

AP is now better known as AirTel Pradesh!

AirTel achieved leadership status in AP after crossing the 5 Lakh smiling customer mark in December 2003, having added the last 1 lakh customers in just over 100 days! Posting a superlative all-round performance, Bharti Mobile is first in terms of network, customer service & subscriber base, making Andhra Pradesh on AirTel Pradesh. Add to it the Mana AirTel Mana xPradesh campaign, and AP is being painted red, white & black, via outdoor, local TV, radio and theatre media.

Airtel
Pradesh

Touchtel Madhya Pradesh

Hot & Happening in MP & Chhattisgarh

Six Sigma Project Management

– Launched in October by Badri Agarwal, this device helps review and register *Six Sigma Projects (BB & GB)*, and enables *Any Time Review (ATR)*. To encourage the involvement of all employees, the second Quality Rewards & Recognition ceremony was held in Bhopal in September 2003. Rohtash Mal complemented the Quality team's aggressive approach to make Six Sigma a successful tool. Wave 2 Projects (BB & GB) and critical initiatives were also announced at the function.



Rohtash Mal presents the CEO's Award for Quality

Promoting Rural Sports – To be socially responsible is what every organisation strives for. In this view, Touchtel MP, organised a CM Eleven vs Star Eleven Football Match in association with Yuva Sandhi. Besides entertaining everyone, it created awareness about traditional rural sports in urban areas. After the star-studded match, 45 rural teams participated in *Rassakashi* (tug of war) and *Kabbaddi*, presented by former MissWorld, Yukta Mookhey.

Celebrating Half a Decade of Success – To mark Five Years of Touchtel in MP & Chhattisgarh, several value-additions were offered to all Telecom customers: Call and Win: dial any Touchtel number from any mobile or landline to become eligible for a range of fabulous prizes. Pay and Win: pay bills on time and win attractive prizes. Value-Added Services: Naukri Online, Jeevan Saathi, Music Messaging, Astrology Online, Directory Online and Tambola...all received a fantastic response from the public and media alike.

Touchtel Karnataka

Touchtel sends two to Singapore – It's a dream come true for Mr. Raghuram Shetty and Mr. Sanjay Bangera of Mangalore; they are the two lucky winners out of 3,000 Touchtel PCO owners across Karnataka, to win a 3-day 4-night all-expenses-paid trip to Singapore, in the Singapore Nodi Contest. In this unique target achievement-based programme for the PCO segment, other top performers got Digital Diaries, MP3 Players, VCD Players, besides other prizes. The first-of-its-kind contest was organised as Touchtel values the symbiotic relationship it enjoys with PCO owners.

Touchtel Tamil Nadu

1 Lakh Customers... the first of many such milestones to come

– Achieved in November within just 18 months of launch, this milestone is the result of outstanding teamwork across the state, driven by passion to achieve excellence in every area. The recent unbelievable spurt has seen 20,000 customers being added in just two months before November. But no one is resting on their laurels... to ensure a quantum leap in the entire range of its services, the Six Sigma initiative is being aggressively pursued in the state.

The TN Unit won the President's Award for Knowledge and Innovation for its Telephone Number Management System, reflecting the Team's passion for top quality.



Yukta Mookhey shares a moment with Rohtash Mal at the CM Eleven vs Star Eleven Football Match

touchtel



Manufacturing

The 2in1 Combo from Beetel – Bharti Teletech has come up with yet another Trump Card... the first-of-its-kind sleek Combo phone, having a cordless & base set. Costing Rs. 3595, it offers CLIP, retrieval of up to 48 incoming calls and a battery.

A Nationwide Coup! – Partnering BSNL in launching SMS services on fixed lines in Kolkata and Bangalore, Bharti Teletech is their first supplier of SMS-enabled phones, recently launched across India. Soon, the service will be offered nationwide by BSNL through Beetel SMS phones. Announcing the history-making tie-up, Rakesh Mittal said "This initiative will now ensure that India's fixed-line populace becomes SMS-savvy."

beetel Combo Phone
India's favourite phone



Bharti Foundation

How Bright is our Future?

In September 2003, the Bharti Lecture Series was organised by the Institute Lecture Series Committee of the Indian Institute of Technology, in partnership with Bharti Foundation. Mr. Pradeep Bajjal, Chairman, Telecom Regulatory Authority of India (TRAI) spoke on Indian Telecom Sector: The Future Outlook. The Series' aim is to develop young telecom leaders. Rakesh Mittal delivered the welcome address; he said, "The lecture series is a good forum for interactions with leading personalities of the industry on important topical themes."

Paying Entrepreneurship its dues

Bharti has always cared to empower India's most successful 1st-generation entrepreneurship ventures, by recognising and motivating society at large and youth in particular, to unleash their entrepreneurial spirit.

In this context, in mid-September, the first Bharti Entrepreneur of the Year 2003 Award was conferred on Punjab-based Mr. R. S. Khadwalia, CMD, Indo Farm Equipment Ltd. Instituted by the Bharti Centre for Entrepreneurial Initiatives, jointly established by the Entrepreneurship Development Institute of India (EDI) and Bharti Foundation, an annual nationwide search identifies the Awardee.



Mr. Pradeep Bajjal, Chairman, Telecom Regulatory Authority of India (TRAI), with Rakesh Mittal at the Bharti Lecture Series



Telecom Seychelles

A High Level visit – While on an official visit to Seychelles in September, the Vice President of India, Mr. Bhairon Singh Shekhawat, chose to honour Telecom Seychelles (TSL) with a visit. He was appraised by CEO, Neeran Chhiber, about the Company's progress and contribution to Seychelles as the single-largest Indian investor on the islands.

Telecom Seychelles' 5th Anniversary on 12th December was celebrated with a high-level cocktail meet for key customers, along with special promotions for AirTel customers.



The Vice President of India, Mr. Bhairon Singh Shekhawat, with Neeran Chhiber, CEO, Telecom Seychelles



TeleTech India

Calling for Excellence

Our First International Client – In October, within 90 days of operations, TeleTech India started servicing its first major international client, a multi-billion dollar company in USA's retail segment.

HRSteers Business Capability – At the 4th Conference of Young HR Professionals at New Delhi, discussing the theme, *Building Business Capability – Perform or Perish*, Sanjay Kapoor received an enthusiastic response during his presentation on BPO – The New Capability Space.



Sanjay Kapoor making his presentation at the conference



Bharti Telesoft

USSD, the new credo in interactive services – The new exciting alternative for GSM Networks' Interactive Services is Unstructured Supplementary Service Data (USSD), a bearer service offering many benefits – • high scalability • easy to configure • low installation and maintenance cost, *and much more!*

Popular services available in a network using USSD technology are : • pre-paid recharge • instant subscriber service provisioning • content-based services like news updates, stocks, etc. • home network services while roaming in the visiting network.





Say Yes



Conspire



Small Talk

Bonding on an emotional level

AirTel's Dynamic new theme Express Yourself

In a dynamic break from tradition, AirTel unleashed a new and exciting advertising campaign – Express Yourself. The campaign seeks to deepen the emotional loyalty between the brand and the customer, by dropping anchor at a deeper level with existing as well as prospective customers.

The innovative 360° campaign utilises subtle black & white photographs, tantalisingly titled – three young women huddled at a table; a little boy whispering in his grandfather's ear; an arguing couple; a charged moment between a footballer and a referee; a bride at her wedding; a riot... everyday images that capture the entire range of human emotions, and which symbolise the theme – Express Yourself. It aims to consolidate the brand's core values of *trust*, *caring* and *simplicity*, while building on its personality – *friendly*, *empathetic* and *innovative*. Conceived after six months of research by Bharti, music director A. R. Rahman, AirTel's Brand Ambassador, composed the campaign's memorable signature tune, that has high recall value.

The campaign exhorts customers to express themselves anytime, anywhere.



Proclaim



Confide



Confess



Super Sim... Fully Loaded!



Manoj Kohli, Malaika Arora, Rajan Mittal
Hemant Sachdev and Alex Kuruvilla at the launch event

Airtel goes beyond being just mobile in its fully-loaded, action-packed AirTel-MTV mobile card, offering an unmatched mobile experience for generation NXT. Connecting with the fizz of the youth, the 32K Super Sim offers never-before features, tariffs, special ring-tones, a unique provision for setting up Rescue Rings and even Wake Up Calls. India's first pre-paid mobile card is designed to take the youth by storm.

BhartiToday Correspondents

Mobility - N. Srikanth (AP), Chandrajit Pati (KK), T.R. Kashyap, (Southern Hub - TN, Chennai, Kerala), Pooja Agarwal (North Central Region - Delhi & UP (West), Pankaj Agarwal (Gujarat), Shweta Gajria & Anurag Jain (Northern Region - Punjab, Haryana, HP), Shalini Gupta (Kolkata), Vidya Hariharan, (MP Chhattisgarh). Infotel - Vikram Malhotra (Northern Region - Delhi & Haryana), Sumathi Krishnan (TN), Hemalata Sharma (MP & Chhattisgarh), Harish J. Pillai (KK). Broadband Networks (BBNL) - Sarika Jain. Bharti Telesonic - Altrash Aman. Bharti Telesoft - Anup Gomes. BTTL, Systel, Goa Telecom (Goa & Ludhiana) - Kavita Singh. TeleTech Services (Ind) Pvt. Ltd. - Ravi Sondhi. Telecom Seychelles - Sona Puri. Bharti Healthcare - Smita Bedi. Bharti Foundation - Biju Sebastian. Corporate Office, Delhi - A.V.K. Raju.



Badri Agarwal with Anand Chandrashekar of Intel, at the launch ceremony



Freedom to Speed-Surf... Infotel introduces India's First Broadband WiFi for homes

Just imagine! Broadband @ 8 Mbps!?! It was a dream that became true on 12th December, when Touchtel, India's first fixed-line service provider, launched Wireless Broadband on DSL. What that means is you get mind-blowing internet surfing speeds of up to 8 Mbps!!

Initially offered in Delhi, Haryana, Tamil Nadu and Karnataka circles, Wireless Broadband will be accessible on an anytime, anywhere and always-on basis. What's more, Infotel also announced a joint working with Intel, the world's largest chipmaker, to add punch in its new hi-tech foray.

At the launch ceremony, Badri Agarwal said, "Convenience and good experience is the key to increased adoption and usage of broadband... With the launch of WiFi packaged with DSL, there is promise of great convenience, higher speeds and added functionality and convenience... our partnership with Intel is very significant in the direction of developing a whole new suite of applications for wireless broadband access services."

So watch out India... this is just the beginning of the *Touchtel Internet Revolution!*



Shah Rukh Khan, AirTel's Brand Ambassador, won the Best Performance in a Song - Male, for his sterling showing in the song Tauba Tumhare Ishare, from the movie Chalte Chalte

The Great Grandfather of Music Awards AirTel does a tango with MTV

When two great brands get together, sparks will fly! In a never-before musical extravaganza unveiled by A. R. Rahman, AirTel presented the *bada baap* of all Music Awards on 12th December, 2003, organised by the Indian Music Industry (IMI) and MTV Networks India. The Indian Music Excellence Awards (MTV IMMIES), was a mind-boggling, spectacular production, and is India's first truly world-class music awards event. A galaxy of Indian and International stars performed before a live audience, broadcast to over 23.5 million homes on MTV and 32 million homes on Sony Entertainment Television, on 14th December, 2003.



A. R. Rahman, AirTel's Brand Ambassador, after receiving the Best Composer award for the song Saathiya Saathiya, with Rajan Mittal and Isha Kopikar

The coming together of MTV IMMIES, A. R. Rahman & AirTel, will remain etched in the annals of musical history, as a big-bang multimedia marketing campaign unfolded after the event with MTV India now being known as Awards TV for 4 months. *It was indeed the show of a lifetime!*

