

The in-house magazine of Bharti Enterprises

# bharti TODAY

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IN THIS ISSUE

## TRANSFORMING RURAL LIVES

Bharti's commitment towards inclusive growth has enabled the Group to emerge as one of the most favoured brands among rural customers.





“At Bharti, it has been our constant endeavour to orient our businesses models to unearth the potential of rural markets, where the majority of population still resides.”

# “Committed to Inclusive Growth”

Dear Colleagues,

Consumption in developing and emerging markets is still largely urban centric. No wonder business plans of large corporates exhibit a pronounced urban skew. The dispersed nature of rural markets, along with low per capita income and poor product service penetration therein render them commercially unattractive, sometimes outright unviable. You need massive doses of product innovation and smart tweaking of business models to be successful in these markets.

At Bharti, it has been our constant endeavour to orient our businesses models to unearth the potential of rural markets, where the majority of population still resides. Over the years, Bharti Airtel has been the pioneer of rural telephony in India, reaching out to more than 5100 census towns and 460361 non-census towns and villages. With more than 83 million, it has the largest number of rural subscribers in the country. In Africa too, we have built up an enviable rural presence since our entry in 2010. Innovative offerings like Airtel Money, mFarmer and the like, offered in partnership with other specialist organisations, are impacting rural lives in multiple ways. Other Group Companies too have been

actively shaping their rural centric initiatives to lead the way in ushering an inclusive growth process in the regions they are present in.

Our philanthropic initiatives, both in India and Africa, are primarily focussed on promoting education for the underprivileged in rural areas. While the Satya Bharti School Programme is today providing education to over 39,000 students in India, the ‘Our School’ Programme is serving more than 18,000 rural children in Africa. I am quite proud of the way, Airtel’s ground level operational teams acted swiftly and in a coordinated manner to bring relief to the affected and restore services in the aftermath of the flash floods in Uttarakhand in India.

We are determined to continue with this rural thrust and make all possible efforts in the days to come to reach out to these areas by designing products and services best suited to these environments.

Best wishes,

A handwritten signature in black ink that reads "Sunil Mittal".

Sunil Bharti Mittal

## AWARDS & RECOGNITIONS

**Sunil Bharti Mittal** has been appointed as the Vice-Chairman of International Chamber of Commerce (ICC), which is amongst the world's oldest and most respected global business organisations. He is the third Indian to be appointed to this position.

**Rajan Bharti Mittal** has been appointed as the President of International Chamber of Commerce (ICC) India. It is the country's affiliate of ICC.

**Bharti Airtel** won the 'Enterprise Telecom Service Provider of the Year' Award at the 2013 Frost & Sullivan India ICT Awards for registering exemplary growth and performance in India for the year 2012.

**Bharti Airtel** was ranked third in Interbrand's 'Best Indian Brands' survey for 2013. As per the survey's brand valuation methodology, the brand was valued at US\$ 6,220 million.

**Bharti Airtel** has emerged as India's most respected Telecom Company in Business World's survey for 2013.

**Bharti Airtel** has secured the top spot among the 'Best companies to work for' in the Indian telecom sector in the Business Today - PeopleStrong Survey 2013.

**Bharti Airtel** was conferred the prestigious 'Top Treasury Team, Asia' Award at 'Euro Finance Treasury Awards for Excellence in Asia' 2013.

**Bharti Airtel's mEducation product Career Counseling** won the mBillionth South Asia 2013 Award in July 2013.

**Bharti Airtel** bagged the Pitch Brands 50 Awards, for Excellence in Marketing under the category Globetrotters in June 2013.

**Airtel Ghana** won the 'Best Customer Care' and 'Best Mobile Broadband Service of the Year' Award at the 3rd Ghana Telecoms Awards 2013.

**Bharti Infratel** received 'CII's National Award for Excellence' in Energy Management 2013 as the 'Most Innovative Energy Saving Product' for its 'Renewable Energy Solutions for Telecom Tower Sites'.

**Bharti AXA General Insurance** bagged 'Claims Initiative of the Year' Award at the Star of the Industry Awards 2013 for dedicated health claims handler service.

**Centum Learning** won the 'FICCI LeapVault Skills Champion of India' Award for excellence in community mobilisation at the FICCI Global Skills Summit 2013.

**Centum Learning** received 'High Performing Partner' Award from the National Skill Development Corporation for the financial year 2012-13.

**Centum Learning** won the 'Excellence in Training' Award at the 7th Employer Branding Awards presented by the World HRD Congress. The company won this award for the third time in a row.



*Sunil Bharti Mittal at his farewell dinner hosted by Unilever board at the famous Churchill War Museum. Churchill occupied this chair in the war room when he presided over the cabinet throughout the Second World War.*



*Rakesh Bharti Mittal meets HE Mr Nawaz Sharif, Prime Minister of Pakistan at the First Meeting of India - Pakistan Joint Business Forum held in Islamabad on 29th June 2013.*

# TRANSFORMING RURAL LIVES

Rural markets are often found commercially unattractive because of their dispersed nature and poor penetration of product/services. Through their intense focus on product innovation along with low cost business models, and of course their sheer zeal to positively impact rural lives, Bharti Group Companies have managed to build an unmistakable 'rural connect'.

**W**ith a sizeable chunk of its 275 million customers coming from rural areas of Asia and Africa, Group flagship Bharti Airtel is well positioned to impact rural lives positively. With a total of 83.82 million rural subscribers, Bharti Airtel is in fact the largest telecom service provider in India, the largest market in its portfolio. The Company's abiding focus on these markets and commitment to innovation is not only helping link rural customers with the wider economic growth process of these economies but also ushering in qualitative changes in their lives.



## APNA CHAUPAL



In a major initiative to improve the quality of rural lives in India and make them more socially and economically independent, Airtel launched 'Apna Chaupal' in early 2013. The service literally tries to replicate 'a village meeting place'- the literal meaning of 'Chaupal' in Hindi. The voice based service offers information in regional languages on key day-to-day activities ranging from agriculture, entertainment, health, jobs, career counselling, English language training, devotional services like listening to Live Aarti's (meaning devotional music in Hindi) from popular religious shrines and astrology among others. One can easily subscribe to this service by dialing the toll free number 58080 in India.

## BANKING SOLUTION FOR UNBANKED MASSES



**M**oti Khavdi is a small village in Jamnagar in Gujarat, a state in Western India. You can experience the excitement in the air as soon as you reach the Airtel Money Depot in the village. People, comprising mostly of migrants, waiting in the queue for their turn to transfer money to their relatives back in their native places through Airtel Money highlights why this Depot has come as a great relief to them. Before the Depot came into existence, a single Public Sector bank branch in the area used to be the only source of money transfer service. Long queues used to be a big irritant. What added to the problem was that the service was available only during banking hours. Airtel Money Depot has obviously turned out to be a huge success. Growing confidence among users is clearly visible as business has grown by more than 100% between the period June and July, 2013.

The alternate banking option, is steadily emerging as a powerful driver of financial inclusion in two of the most populous states in the country - Uttar Pradesh and Bihar. An often recounted case study by the Airtel Money Team in Uttar Pradesh is that of Mundali, a village located about 9 kilometres from Meerut city in Uttar Pradesh. With a population of about 9,000, this small village has no bank and people have to travel 2.5 kilometres to reach the closest bank branch for making any financial transaction. The promotional camp

*Company's officials demonstrating the use of Airtel Money to locals in Mundali in Uttar Pradesh*



*Airtel Money Depot in Moti Khavdi in Jamnagar (Gujarat)*

conducted by the Airtel Money Team was a big hit with the local population. The camp encouraged a sizeable number of customers in the village to opt for this service. Airtel Money's 35 express accounts, 14 super accounts and 20 prepaid accounts were opened at the camp itself.

In Bihar, Airtel Money has tied up with State Government to launch a mobile payment service for paying electricity bills. The benefit of such an arrangement is particularly visible in rural areas. The service has made travelling long distances and standing in queues at the bill payment counters a thing of the past. Today customers from 21 districts of north Bihar are availing the service.

In rural Africa, where the ratio of unbanked population is well over 90%, Airtel Money is clearly turning out to be a powerful instrument of financial inclusion in the 16 markets the service is present in. This has steadily entered the lives of different sections of the rural population connecting them to the wider financial world. For instance, rural women artisans are selling hand crafted jewellery and souvenirs through e-market places and getting paid through their Airtel Money accounts.

“

**I have a brother living in Narela in Delhi who sends me money every month. Earlier he had to stand in long queues in the bank and also had to spare half a day for this. This used to cost him the day's wage. Further, I had to travel about 10 km to reach the bank to collect the money. Thanks to Airtel Money, the transfer is now instantaneous. I no longer go to the bank to receive the amount.”**

**- Sashi Ranjan Prasad,  
a beneficiary of Airtel Money in Bihar**

# MFARMER

**A**irtel mFarmer, a mobile based agri related information service platform launched in April 2013 in Kenya, is gaining rapid traction. In the first couple of months more than 3000 farmers have subscribed to the service. Launched under the project 'Sauti ya Mkulima' (meaning 'Voice of the Farmer'), the service provides Kenyan farmers information on best farm practices, weather and market prices for their agricultural commodities to enhance their decision making on a daily basis. Users have not only started appreciating the effectiveness of simple information feeds as to how intercropping of maize with beans and other legumes helps regulates pests (leafhopper, leaf beetles, leaf borer) besides increasing the land use. Available both in Swahili and English, but encompassing only a limited number of key crops like maize, rice, tomato, mango and quite visible, the service is clearly making waves in rural Kenya.

mFarmer however is not quite a new service from Airtel. It's only an adaptation of a similar service already running successfully in India for the last several years. The service in India delivered through Bharti Airtel's joint venture company IFFCO Kisan Sanchar Limited (IKSL) covers a wider



**MESSAGE SAMPLES**

- ✦ Intercropping maize with beans and other legumes regulates pests (leafhopper, leaf beetles, leaf borer) and increases the land use.
- ✦ Farmers, ensure that you process (remove de-husk) your rice soon after harvest to minimise loss.

range of information on dairy farming, animal husbandry, rural health initiatives and fertiliser availability besides the usual bouquet of farming tips, weather forecasting and local commodity prices. The value added

service currently reaching out to 13 lakh farmers not only includes five free voice messages daily in particular areas of interest of the beneficiaries but also has a dedicated helpline for query resolution by experts.

# MILLENNIUM VILLAGES PROJECT

**A**s part of the UN Millennium Development Goals, Airtel has entered into a partnership with Earth Institute, a non-profit organisation to provide connectivity to eight villages in six countries in Africa – Ghana, Kenya, Malawi, Nigeria, Tanzania and Uganda. All these are referred to as 'Millennium Villages.' Airtel is committed to ensure telecommunication and internet services to these villages, through its network. Through this initiative, Airtel provides SIM cards to the Community Health Workers and establishes the

Airtel Adopted Millennium Villages	
Villages	Countries
Bonsaaso	Ghana
Sauri and Dertu	Kenya
Mwandama	Malawi
Pampaida and Ikaram	Nigeria
Mbola	Tanzania
Ruhiira	Uganda

local emergency numbers (toll free) as needed by each village besides taking care of maintenance of the sites in these villages.

# YOUNG LEADER PROGRAMME

**As they say, 'it's all in the mind.' Without a conscious bias in the mind it's difficult to design and implement business ideas oriented towards rural communities. As part of Bharti's corporate induction schedule, the Group runs a Young Leader Programme designed to sensitise young recruits towards rural issues. Every batch of young and bright minds recruited from premier institutes are made to participate in a two-week schedule for teaching students at Satya Bharti Schools.**



## FISHCOPFED

In the late 1990s, Robert Jensen, a development economist at Harvard University had for the first time highlighted how fishermen in Kerala improved their income by enquiring about fish prices in local markets across the coastline. Many studies followed to reiterate the same proposition. Today, thanks to The National Federation of Fishermen's Cooperative Limited

(FISHCOPFED), a project jointly initiated by Bharti Airtel along with the State Government fishermen in coastal villages in Odisha are experiencing a much wider portfolio of services, empowering the former in a far more comprehensive manner. Under the project the beneficiaries are offered Airtel mobile connections along with a monthly recharge value of ₹ 30. You can sense the buoyancy

and confidence that exists in the air. Over one lakh fishermen now have access to various data related to Potential Fishing Zone (PFZ), advance weather forecasting, tidal wavelength, basic hygiene on fishing, health, fishing tips and government schemes. Easier access to such critical information has significantly improved their productivity and income.

## EDUCATION FOR THE RURAL POOR

The Group's manoeuvres to design its businesses to impact rural lives have been unmistakable. Aiding its efforts in the business arena are its initiatives in the philanthropic space. Having identified education as one of the most important tools for social and economic empowerment, the Group launched Satya Bharti School Programme to play an active role in this sector, especially for the rural poor. The programme was rolled out in the country in 2006 with an objective to provide quality education, free of cost to underprivileged in rural India. The programme has turned out to be a big success in promoting the cause of school education in rural

India. Presently, 254 Satya Bharti Primary Schools are operational across six states in the country, which are reaching out to more than 39,000 underprivileged children and employing about 1,500 teachers. Of these, 49% students are girls and 75% students belong to the marginalised sections of society.

Inspired by the success of Satya Bharti School Programme, the Group flagship Bharti Airtel too has taken up the cause of school education in its 17 African markets. Under its 'Our School' programme, Airtel Africa has adopted 38 rural primary schools which cater to 18000 children.



## FACILITATING GOVERNANCE



In 2007 Airtel India joined hands with the Gujarat Government to launch one of the most ambitious rural e-Governance projects better known as e-Gram. In one sweeping move, citizen services – be it accessing land records or service recruitment results or for that matter getting to know application status – reached the village panchayat level. Over the last few years these

services have virtually reached the citizen doors via mobiles.

Presently, the Company is working with the Government of Bangladesh, a country where 80% of the population is based in rural areas, on a project called Access to Information (a2i). The project aims to increase transparency, improve governance and as well as reduce

the time, difficulty and cost of obtaining government services in rural Bangladesh. a2i has established 4,543 Union Information and Service Centre (UISC) spread all across the country. Under this tie-up, these centres are also acting as Airtel retailers offering services like selling SIMs, recharge talk time and Airtel Money. Currently, the service is offered through 218 USICs.

## TRAINING YOUTH FOR ECONOMIC EMPOWERMENT

Centum Learning, now present in more than 21 markets across Asia, Saudi Arabia and Africa, is another group company which has emerged as a pioneering force in training and skill development solutions in rural India.

Here is the story of Shivanth Kumar Kausariya, who has benefitted from Centum's skill improvement programme oriented towards rural youth.

Hailing from a small village, Abhaanpur in Chattisgarh, a state in Central India, he was the only earning member of his family, who used to frequently travel about 28 kilometres to reach the capital city of Raipur and take up odd menial jobs. All efforts to find a stable job with reasonable income to support his family had failed. While in Raipur

he came to know about Centum Skill Development Centre in Anantpur and enrolled for one of its training programmes for security services. After finishing the course, he was hired as a security personnel with a monthly pay of ₹ 5,000. Today, he proudly says "I was useless and helpless. Now I feel confident of providing a bright future to my son. I always dreamt of enrolling in a private school and now thanks to Centum Learning, the dream has come true."



### PENETRATION OF CENTUM LEARNING IN RURAL AREAS:

Centum Skill  
Development  
Centres  
**368**

Candidates  
mobilised  
**1,03,906**

Candidates  
enrolled  
**37,687**

Candidates  
trained  
**29,996**



## IMPROVING FARM PRODUCTIVITY

**F**ieldFresh Foods is today India's largest exporter of fresh baby corn and fresh sweet corn to the UK and EU markets. Its contract farming programme has helped transform the lives and livelihood of over 4000 small and marginal farmers as well as several agri-partners in the three states of Punjab, Maharashtra & Andhra Pradesh, where FieldFresh currently operates in. From a time when the partner farmers were focussed only on traditional crops like wheat, rice or sugarcane, today they have diversified into a variety of vegetables like baby corn, sweet corn, fine beans, chillies and herbs, which are much shorter in duration and hence give over 25% higher return per acre. Moreover, in a context where small and marginal farmers are always at the mercy of the middlemen and unsure of both the marketability of their produce and getting a fair price, the FieldFresh Foods association has provided them with a guaranteed market linkage with transparent pricing and prompt payments through a system of Price & Pick-up (P&P) Guarantee.

A notable example of transforming lives has been through the collaboration with Syngenta Foundation India in the tribal areas of Thane District, Maharashtra, where the FieldFresh team has brought about significant improvement in agricultural practices as well as provided market access to the tribal farmers – as a result of which Chillies grown by them are now being sold in the leading UK supermarkets. There are other small but innovative initiatives from FieldFresh like 'CropIn', which provides mobile based solutions to enable capturing of essential information from the farmer fields and in turn helping them with useful real time crop related inputs. For instance a farmer receives instant feedback on the health of his crop from an expert based in UK, when he sends a photograph of his sweet corn farm.



**N**isha Devi, a small farmer from Himachal Pradesh's Chail area, was facing with the challenge of low productivity from her one acre land. She had little knowledge about modern farming methods. Om Prakash, the lead farmer of the area of Bharti Walmart's Direct Farm Programme, introduced Nisha to the initiative in March 2013. As part of the training programme, she came to know about the best farming practices which allowed her to improve productivity in the first crop cycle itself. The technique of nursery raising in plug trays proved a blessing. Nisha says that the seed germination percentage in plug trays is 95%, which is much higher compared to the traditional method of raising nursery on soil bed, where the germination percentage is merely 55-60%. Apart from this, the disease infestation is less in plug trays, significantly reducing the chances of nursery failure. This has helped her to reduce dependence on outside sources for purchasing seedlings.

Encouraged by the positive impact, she sought Direct Farm team's assistance for soil testing. Technical intervention from the team further helped her save 50 % of investment by reducing usage of chemical fertilisers. She has now turned to vermi-composting and has set up a unit in her field. Nisha's success reflects the story of many small and marginal farmers like her who have gained from the Bharti Walmart Direct Farm Programme.

## EXTENDING REACH OF FINANCIAL PROTECTION

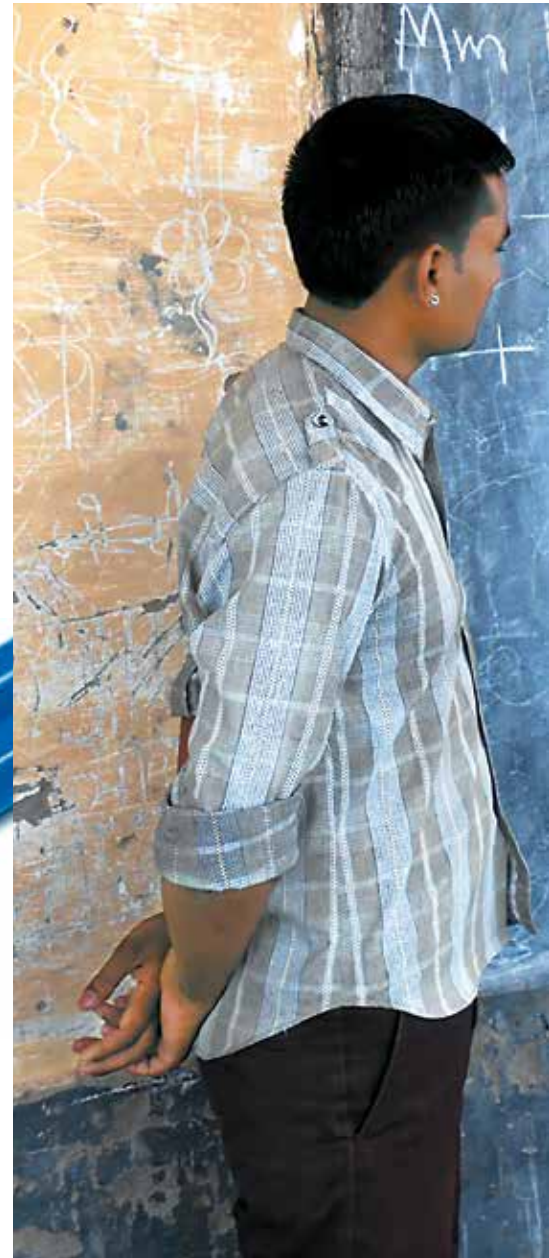
**P**oor insurance penetration is a major cause of concern for governments in developing and emerging markets of Asia and Africa. In India, the rate of penetration is as low as 0.8% of GDP. This is particularly worrisome in rural areas. Bharti Axa General Insurance has launched innovative products relevant to this segment like *Mahila Kavach*, a double benefit

insurance plan to protect rural women. Additionally this plan also includes benefits like children's education fund and marriage fund for daughters. Another product from the Company directly catering to the needs of the rural sector is the Farmer's Package Insurance Policy which provides protection for self, farm products and household valuable assets.



Further in the African region, Bharti Airtel has also entered into a strategic agreement with Sanlam, a South Africa-based financial services group for developing low cost insurance and health funding instruments in seven African countries – Kenya, Ghana, Tanzania, Zambia, Uganda, Malawi and Nigeria.

The success mantra for Bharti in rural areas has been its attention to details and penchant for innovation at designing solutions for rural markets. Such an approach has obviously enabled Bharti Airtel and other Group Companies to widen their scope of service offerings as well as build their credibility among rural customers.



# EDUCATE A CHILD



As the strategic partner of the global initiative – ‘**Educate A Child**’ – launched by Her Highness Sheikha Moza bint Nasser of Qatar – Bharti Foundation is partnering state governments to roll out the programme in India, which aims to get ‘**out of school**’ children into regular schools.

**C**lose to 60 million primary school-aged children in the world have no access to education. According to Government of India data, the corresponding out-of-school children population stands at

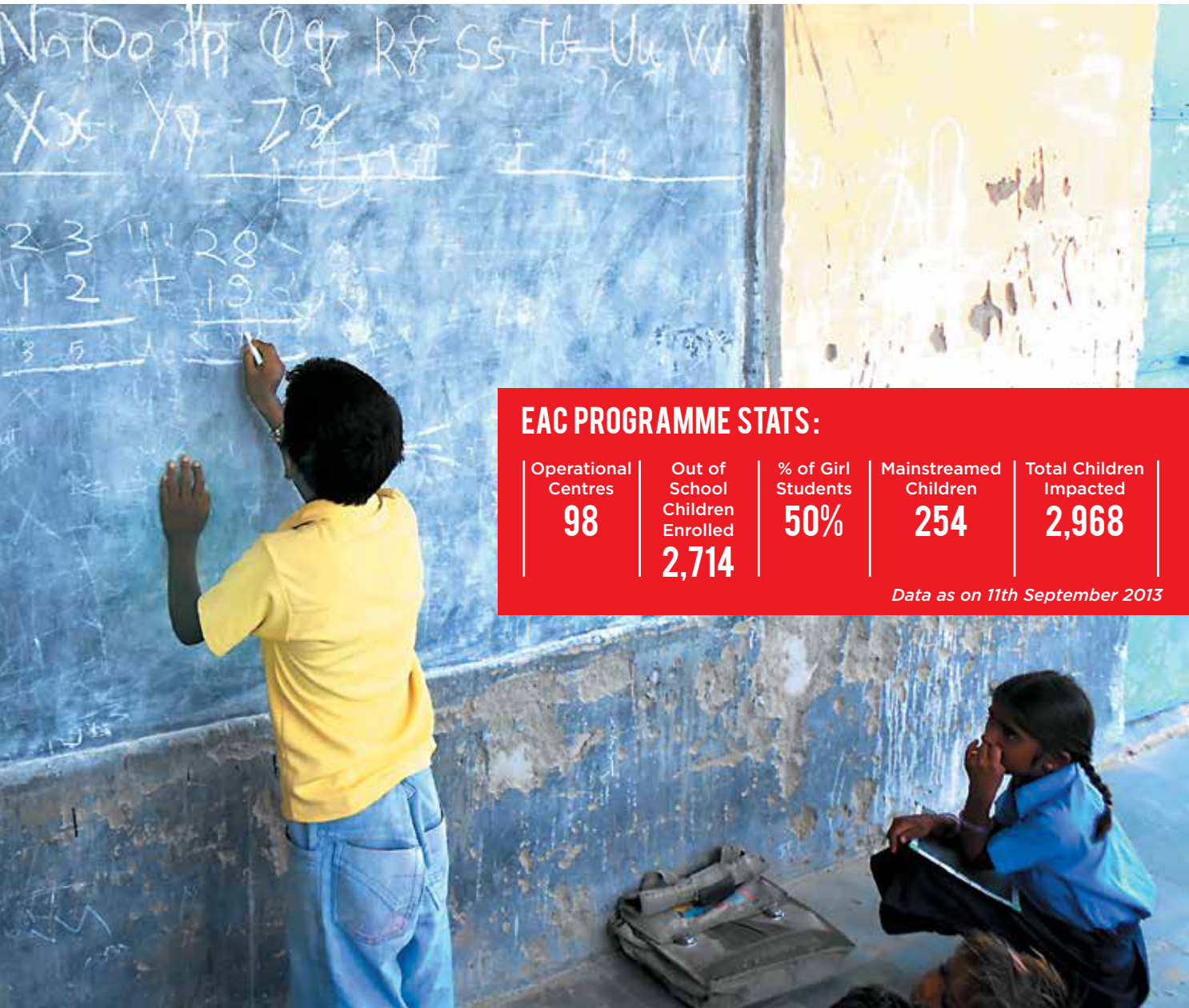
2.7 million as on March 2011. Even though overall school dropout rates are falling in India, reportedly more children have dropped out in 2010-2011 as compared to 2009-2010 in 10 of the 30 states in the country, after the Right to Education

(RTE) Act came into force, a historic legislation that made free and compulsory education for children in the 6-14 age group a Fundamental Right.

Bharti Foundation, which has already established its Satya Bharti School Programme as one of the largest private sector initiatives in the country’s education sector has partnered with Educate A Child (EAC), a new global initiative launched by Her Highness Sheikha Moza bint Nasser of Qatar. The Programme aims to catalyse efforts to significantly reduce

## Educate A Child aims to:

- **Catalyse efforts to significantly reduce globally the number of primary-aged children out of school by the end of 2015 and beyond;**
- **Support educational quality in the countries and programmes where it operates and;**
- **Raise awareness of basic education needs among the global community.**



**EAC PROGRAMME STATS:**

Operational Centres

**98**

Out of School Children Enrolled

**2,714**

% of Girl Students

**50%**

Mainstreamed Children

**254**

Total Children Impacted

**2,968**

*Data as on 11th September 2013*

globally the number of primary-aged children out of school. Besides supporting initiatives to improve quality of education, EAC also seeks to raise awareness about basic education needs among the global community.

As EAC's strategic partner in India, Bharti Foundation is setting up Satya Bharti Learning Centres to enroll 'Out of School' children (OOSC) and mainstream them in regular government schools. These centres are established within Government schools to offer short and medium term age-appropriate

courses to students through structured remedial modules and mentoring by a resource teacher.

As part of the initial rollout plan, Bharti Foundation signed a Memorandum of Understanding (MoU) with the Government of Rajasthan to set up remedial/bridge centres in the state. Today, 98 such centres are operational in the state reaching out to more than 2900 students.

Following the remarkable success of the programme in Rajasthan, it is planned to be extended to other



states over the coming years. The project creates a knowledge sharing platform among national and international agencies working in the same space.

North Indian state of Uttarakhand was severely affected by flash floods in June. Triggered by unprecedented cloud burst on the higher ridges, the impact of the flash floods was beyond imagination.



# EXTENDING A HELPING HAND

Thousands were either swept away or buried under heavy landslides in the busiest tourist season for the region, which is home to some foremost sacred destinations for Hindus, the largest religious community in India. By the last official count, 5750 had been declared missing in addition to the 850 dead. In one of the largest rescue operation in the history of India 1,08,700 people were evacuated by air or foot.

As part of the comprehensive and coordinated efforts taken by Bharti Airtel to bring relief to the affected people in the region, Airtel started free of cost Emergency Alert Service for the customers registered in the Visitor Location Register (VLR) in the affected districts. In addition to this, the company had given 50 local minutes to its 20,000 customers with a balance less than Re 1. The initiative benefitted all the visiting Airtel customers who were in the four affected districts, including Uttarkashi, Rudraprayag, Chamoli and Tehri Garhwal, between 14 and 16 June. Moreover, the company also offered loan talktime service to the victims with low balance in affected areas through EOCN and SMS.

Airtel Channel Partners organised a day-long 'Langar', an activity to offer free meals, in Srinagar

for distributing food and water to survivors and their relatives. Initially about 2,000 food packets were distributed. Airtel calling booths were established to enable free calling at various important locations in Rishikesh, Karnaprayag, Joshimath and Jolly Grant Airport, where all the rescued passengers were brought. Further, three relief centres at ITBP camps in major areas - Joshimath of Chamoli district, Phata and Guptkashi in Rudraprayag district were set up. Airtel Team of Uttar Pradesh and Uttarakhand collected clothes and blankets from other telecom circles and donated them to an NGO for proper distribution to the victims. In a rare show of solidarity with the victims, employees from different circles collected close to ₹ 19 lakhs for the victims of this massive tragedy. Under the initiative, the company also donated an additional ₹ 1 crore to the Uttarakhand CM Relief Fund.

Natural calamities are a major worry for any country. What makes them more dangerous as compared to other forms of destruction is their nature of being sometimes unpredictable and leaving behind a trail of mass destruction of life and property, sometimes beyond imagination. Timely response from corporate citizens like that of Bharti only helps alleviate the catastrophic



An Airtel free calling booth in Uttarakhand

## Highlights

- Free calling booths at all important locations like Rishikesh, Karnaprayag, Joshimath, Jolly Grant Airport and at ITBP camps in Joshimath of Chamoli district, Phata and Guptkashi in Rudraprayag district where all rescued travellers were brought.
- 50 local call minutes credited to around 20,000 customers in affected area.
- Dedicated helpline numbers for customers; Contact numbers of all Govt/Army/Paramilitary helplines provided to customers through SMS.
- ₹ 1 crore donation to the Uttarakhand CM Relief Fund.

impact and mitigate the scars on victims' mind.

# INSTANT MESSAGING

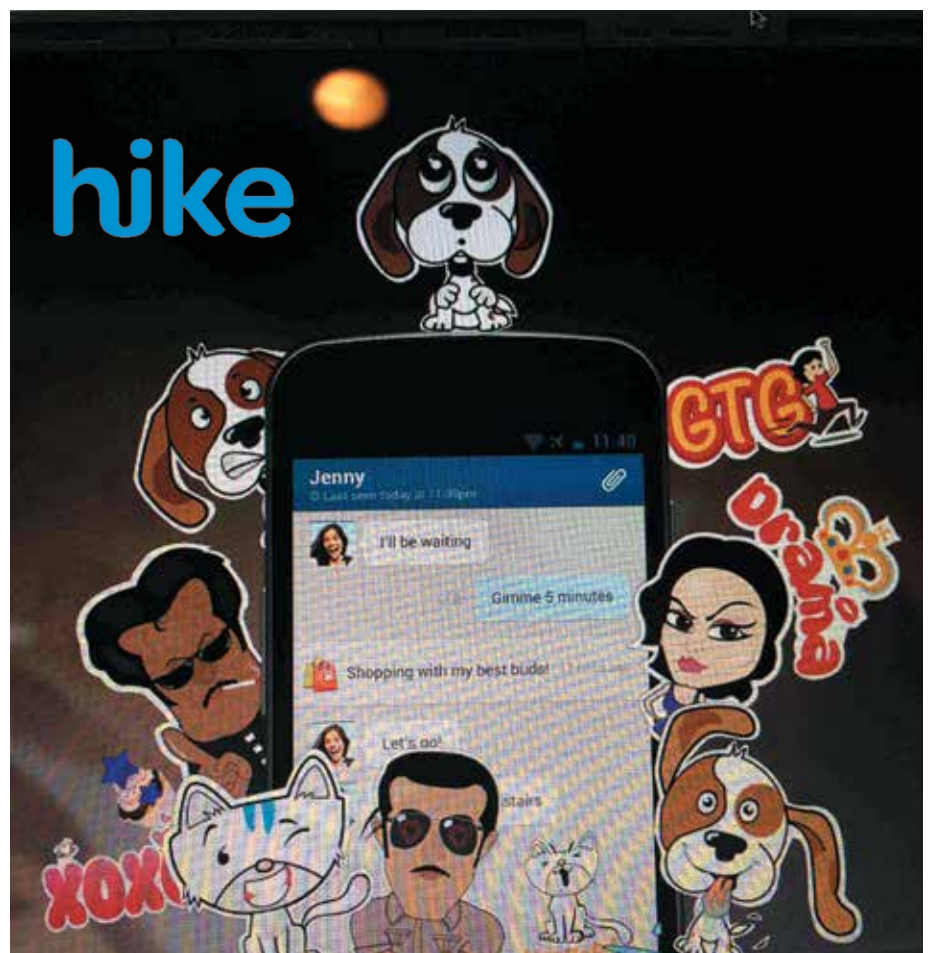
## REDEFINED



Living up to the popular expression ‘A picture is worth a thousand words,’ hike has launched a major update. Under this new initiative, users can now chat with each other using new and expressive stickers at the tap of a finger. The update will allow users more freedom to express their thoughts and additionally reduce typing on a smart phone thus ensuring higher speed of communication among the users.

In its endeavour to constantly re-invent the messaging solution towards making it more user-friendly and ensuring higher freedom for expression on the mobile, hike has brought in a new update. With the new hike update, users can now chat with each other using new innovative stickers at the tap of a finger. The service will now offer a variety of sticker packs, such as Miley the cat, Snuggles the dog, Expressions, Rage Faces and even a playful Bollywood pack. “When words are just not enough, you can say it all with stickers,” says Kavin Bharti Mittal, Head of Product and Strategy, BSB.

Additionally, a revolutionary feature called ‘hike Offline,’ has also been introduced under which in a conversation, hike recognises when one of the users is offline and allows users to send the message as a free SMS to that person. The reply from the offline user comes back into hike for other online users, making messaging extremely seamless. The company also introduced two additional features. A brand new Walkie-Talkie feature that allows users to send voice messages in real-time and the ability to see when your friends were ‘Last Seen’. Users will be able to choose who sees when they were ‘Last Seen’ on the app. With the new update, hike intends



to introduce a new communication style where users can connect and share with each other, using a plethora of features that have been developed keeping in mind the unique needs and interests of the Indian market.

Since the global launch of Hike in December 2012, the application today boasts of five million users and it is now handling almost a billion messages a month. This new initiative will play an important role in further expanding the reach of the messaging service.



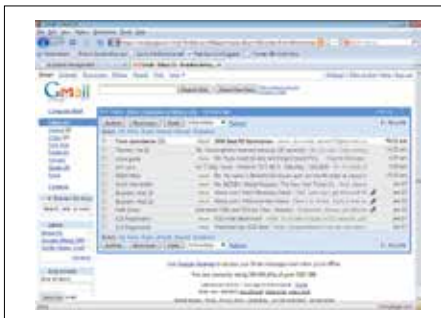
**Airtel and Google join hands to launch Free Zone in India**

**Airtel customers now able to access popular Google services on their mobile phones at zero data cost**

Living up to its commitment of continuous innovation, Bharti Airtel has joined hands with Google to launch Free Zone in India. The service enables Airtel customers access to Google+, Gmail, and Google Search without incurring any data charges. The users, however, have to pay for advanced services such as attachment downloads. In the predominantly feature phone Indian market, the feature phone friendly versions of Gmail and Google+ can help expand the internet user base rapidly. The initiative enables customers to experience the world of internet 'on the move' to leverage the power of information search, email and social collaboration.



**Gmail**



**Search**



**Google Plus**



**Bharti Airtel increases stake in Qualcomm's India BWA entities**

**Qualcomm India entities now subsidiaries of Bharti Airtel**

In search of a pan-India footprint in 4G space, Bharti Airtel has acquired a majority stake in Qualcomm AP's India entities. After acquiring 49% in all the four India Broadband Wireless Access (BWA) entities of Qualcomm, the Company recently subscribed to an additional equity share capital in these companies, making them subsidiaries of Bharti Airtel.



**Bharti Airtel acquires Warid Uganda**

**2.8 million Warid customers in Uganda join Airtel's global network**

Bharti Airtel has acquired Warid Telecom Uganda. This is the first 'in market' acquisition for the Company. The move has increased Bharti Airtel's customer base to 7.4 million further consolidating its position as the second largest operator with a market share of 39% in Uganda.



**Airtel Digital TV revolutionises movie viewing experience on DTH with 'Freemium PPV'**

Yet another industry first innovation



**A**s a first-of-its-kind movie service, Airtel Digital TV has introduced an all new & innovative Pay Per View platform - the 'Freemium PPV' for its 8.1 million customers. The new service enables customers to enjoy Airtel Digital TV's bouquet of popular movies at pre-scheduled timings on its Pay Per View platform for free.



**Bharti and Reliance Jio agreement for international data connectivity**

**Bharti's state-of-the-art i2i cable system to provide Reliance direct access and ultra-fast connectivity to major hubs across Asia Pacific**

**A**s a pioneer of the concept of telecom asset sharing among competitors, Bharti Airtel entered into another landmark agreement with one of its emerging competitor Reliance Jio Infocomm, a subsidiary of Reliance Industries Limited (RIL). Airtel has signed an Indefeasible Right to Use (IRU) Agreement with the latter, under which it would provide Reliance Jio data capacity on its wholly owned i2i submarine cable that extends from Chennai to Singapore. The state-of-the-art cable consisting of eight fibre pairs using DWDM (Dense Wavelength Division Multiplexing), and capable of supporting multiple terabits of capacity per fibre pair would connect Reliance Jio directly to the world's key business hubs and ISPs across Asia Pacific. Bharti's global network runs across 225,000 kms, covering 50 countries and five continents.



**Qatar Foundation Endowment's strategic investment in Bharti Airtel**

**One of the largest Private Equity transactions in the history of India**

**A**s a reflection of the growing confidence of global investors in Bharti Airtel, Qatar Foundation Endowment (QEF), one of the most respected global investors recently completed a strategic investment in the company. The landmark transaction entailed allotment of 199,870,006 new equity shares, representing 5% equity stake in the Company to QEF. The equity shares, having face value of ₹ 5 each, were issued at a price of ₹ 340 each on a preferential basis for a total consideration of ₹ 6,796 crores.



**Bharti now wholly owns Airtel Bangladesh**

**B**harti Airtel has acquired the remaining 30% equity stake of Warid Telecom in Airtel Bangladesh. The transaction was completed through Bharti Airtel Holdings (Singapore), a wholly owned subsidiary of the Company. With this, Bharti now owns 100% of Airtel Bangladesh. Bharti had acquired 70 percent stake in Warid Telecom, Bangladesh in January 2010.



**Bharti Airtel kicks off 2013 edition of**

# 'Airtel Rising Stars'

**Inaugural edition of Airtel Rising Stars received an overwhelming response in 2012**

**F**ollowing the enormous success of inaugural edition of Airtel Rising Stars last year, the 2013 leg of the soccer talent hunt competition has begun in India. The tournament which has started in August is the country's largest under-16 soccer talent hunt event. This competition will see the participation of players

representing over 450 schools spread across seven cities in the country - Mumbai, Delhi, Goa, Kolkata, Bangalore, Hyderabad, and Guwahati. Following the three month long tournament-cum-talent hunt programme, 11 promising youngsters will get a lifetime opportunity to train with Manchester United Soccer School.

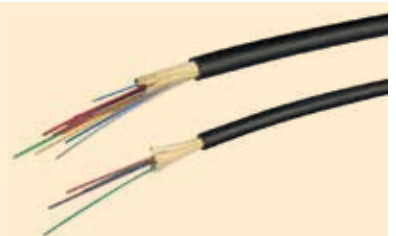


**Airtel's India-Bangladesh terrestrial optical fibre cable goes LIVE**

**Link to boost international telecom connectivity of Bangladesh**

**A**irtel's state-of-the-art, high capacity terrestrial optical fibre link has gone LIVE between India and Bangladesh. The link extending from Bongaon in West Bengal (India) to the Petrapole - Benapole border not only enhances the quality of voice & data connectivity between the two countries but more importantly allows Bangladesh to be connected with key business

destinations like Singapore, London, Chennai, Mumbai & Los Angeles via India. Along with the wide range of voice and data services, the link will also enable Bangladesh enterprises to access a wide array of ICT applications hosted by Airtel on its cloud platform and utilise the Digital Media Exchange platform services like Media Distribution and Digital Signage.







## Bharti Airtel & SoftBank Mobile partner to develop low cost 3G services

**Technology will boost connectivity in areas where it is difficult to establish telecommunication facilities**

**B**harti Airtel and SoftBank Mobile have jointly developed a technology to provide cost-efficient 3G mobile phone services to connect remote areas in difficult terrain in Africa. The service is being offered through a communications satellite which acts as a transmission line, following a successful field trial in Kenya. This technology innovation comes as a boon to the telecom sector in Africa as it can potentially play a critical role in the growth of mobile networks in the continent's rural areas.

This technology was first deployed by SoftBank Mobile when the Great East Japan Earthquake occurred in March 2011, to rebuild mobile phone networks in out-of-range areas by operating over 300 satellite base stations.



### **Airtel Bangladesh wins 3G spectrum**

**License awarded for \$105 million**

**A**irtel Bangladesh was awarded 3G spectrum after its successful bid at the recent auction held by the Bangladesh Telecom Regulatory Commission. The 5 Mhz of spectrum, coming at a cost of US \$105 million, will significantly boost Airtel's ability to enrich its voice and data services for its customers, further strengthening its position in Bangladesh market. The Company has selected Huawei as network partner for 3G rollout in Bangladesh.



# BSB

## BSB enters into mobile gaming business, launches 2 free games

**First to launch in-app purchase of virtual goods and premium downloads**

**B**SB has forayed into mobile gaming business with the launch of Tiny Mogul Games (TMG). Under this new offering, the company has launched two games - *SongQuest* and *Shiva: The Time Bender*. Both the games are available for free on the android platform via Google PlayStore and hike.

The games offer a rich experience with state-of-the-art graphics. The move is in line with the company's objective to emerge as one of the most popular youth centric brand in the market. While *SongQuest* is a new kind of music trivia game, *Shiva: The Time Bender* on the other hand is a classic side-scrolling runner game. The games are available on web links: [get.hike.in](http://get.hike.in) / [tinymogul.in](http://tinymogul.in).

The users are being charged for purchasing virtual items inside the game to acquire additional powers and enhance their skills to make progress in the game. Such a feature also marks the debut of India's first in-app billing on Android. The Company has tied up with Bharti Airtel, Vodafone and Idea to rollout this in-app-billing plan.



## Centum Learning expands footprint into Middle East

**Spreading wings across global map**



**A**fter training more than two lakh professionals and improving their employability levels across 21 countries in South Asia and Africa, Centum Learning is now expanding its presence in the Middle East. The skill development arm of Bharti has entered into an alliance with Saudi Arabia based technology major Beit Al Etisalat to explore opportunities in skill development in the region.



# In focus

**Segun Ogunsanya,**  
CEO & MD, Airtel Nigeria



**W**ith a rich industry experience of over 24 years across multiple geographies, organisations and diverse business verticals like Manufacturing, Banking and Consultancy, Segun Ogunsanya is a rare mix of competencies. He is an Engineer, a Banker and a Chartered Accountant. Having entered into the first CEO role in his career way back in 1999 at a young age of 33, he very well understands what high expectations mean. In fact the present role of CEO & MD for Airtel Nigeria, which he assumed in November 2012 is his fifth CEO role over 14 years. He spent over 17 years with Coca-Cola Companies including 13 years as CEO in 3 different countries.

Segun believes in considering challenges as opportunities. "If you say a cup is half full rather than half empty, it changes your mindset," he avers. You get a glimpse of his spiritual side when he says "God is responsible for all the blessings that have led to my success." The other reason he attributes for his professional success is his habit of being "constructively discontent" i.e. not being satisfied with the status quo. He says satisfaction looks backwards whilst success looks forward.

He attributes the success of Airtel Nigeria to his entire team. It is a Star Team rather than a team of individual stars. According to him, Airtel has got the best voice and data network in the country and it's only a matter of time before the company capitalises on this to register sharp gains in market share in the largest telecom market in Africa.

Although the Nigerian market throws up several challenges including poor public power supply, inadequate infrastructure, security issues, multiple-taxation, multiple regulation and fierce competition, Segun is confident that Airtel will soon reclaim its leadership position and consolidate its position as the mobile operator of choice for Nigerians.

Born and bred in Nigeria, academically Segun carries an interesting mix of credentials. A Bachelors of Science in Electrical and Electronics Engineering from University of Ife, Nigeria, he is also a Chartered Accountant by training.

An ardent Arsenal fan, Segun loves watching English Premier League. He loves hanging out with friends and enjoys swimming once in a while with his wife and two children.



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and more  
for ₹1**



## ₹ 1 ENTERTAINMENT STORE



**Affordable '₹ 1' tag seeks to simplify data services for customers and encourage mobile internet experience among first-time users**

**F**ollowing the resounding success of '₹ 1 video downloads' campaign launched early this year, Bharti Airtel has now launched a virtual '₹ 1 Entertainment Store', which allows customers to download a host of services including music, games, videos and photos – all for just ₹ 1.

The customer can simply dial a toll free number (56789) from any part of the country to get an incoming SMS which has the link to the online entertainment store. The phone browser automatically launches and connects to the store as the customer clicks on the link. Besides

allowing the customer to download from a stock of over 3,00,000 videos, games, songs and photos, the service also enables him/her to access social networking sites like Facebook, Twitter and LinkedIn. Additionally, news update links from over 60 newspapers in 11 languages are also available. To promote internet browsing among new users the store offers one day special customised mobile internet packs with 3MB of Data bundled.

Making the service extremely user friendly is the fact that the store is compatible with over 5,500 mobile devices including feature phones.

**Address your contributions, thoughts and suggestions to:  
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