

SPECIAL ISSUE

The in-house magazine of Bharti Enterprises

# bharti TODAY



20 COUNTRIES... 3<sup>RD</sup> LARGEST MOBILE OPERATOR...  
346 MILLION CUSTOMERS...

**A LOOK BACK**

## CHAIRMAN'S NOTE

Dear Colleagues,

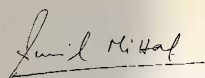
It feels like just yesterday, even though twenty years have passed in between, since we launched one of India's first mobile networks in Delhi in 1995. From a few thousand customers in a single city operation, our networks today stretch across 20 countries in Asia and Africa covering more than two billion people and catering to more than 346 million customers. Today, as the 3rd largest mobile operator in the world, we have every reason to be proud of ourselves.

Over these years, mobile communication has gone through a complete metamorphosis. Voice only networks have evolved into all-encompassing mediums driving banking, commerce, entertainment and governance. Entry of new technologies and innovative applications on a continuous basis make the sector extremely dynamic and exciting arena to be in. Being a pioneer of this revolution in the second largest mobile market in the world and having experienced its evolution from infancy, Bharti Airtel has witnessed the sector's transformational impact from very close quarters. Overall, it has been and continues to be an extremely gratifying journey for us.

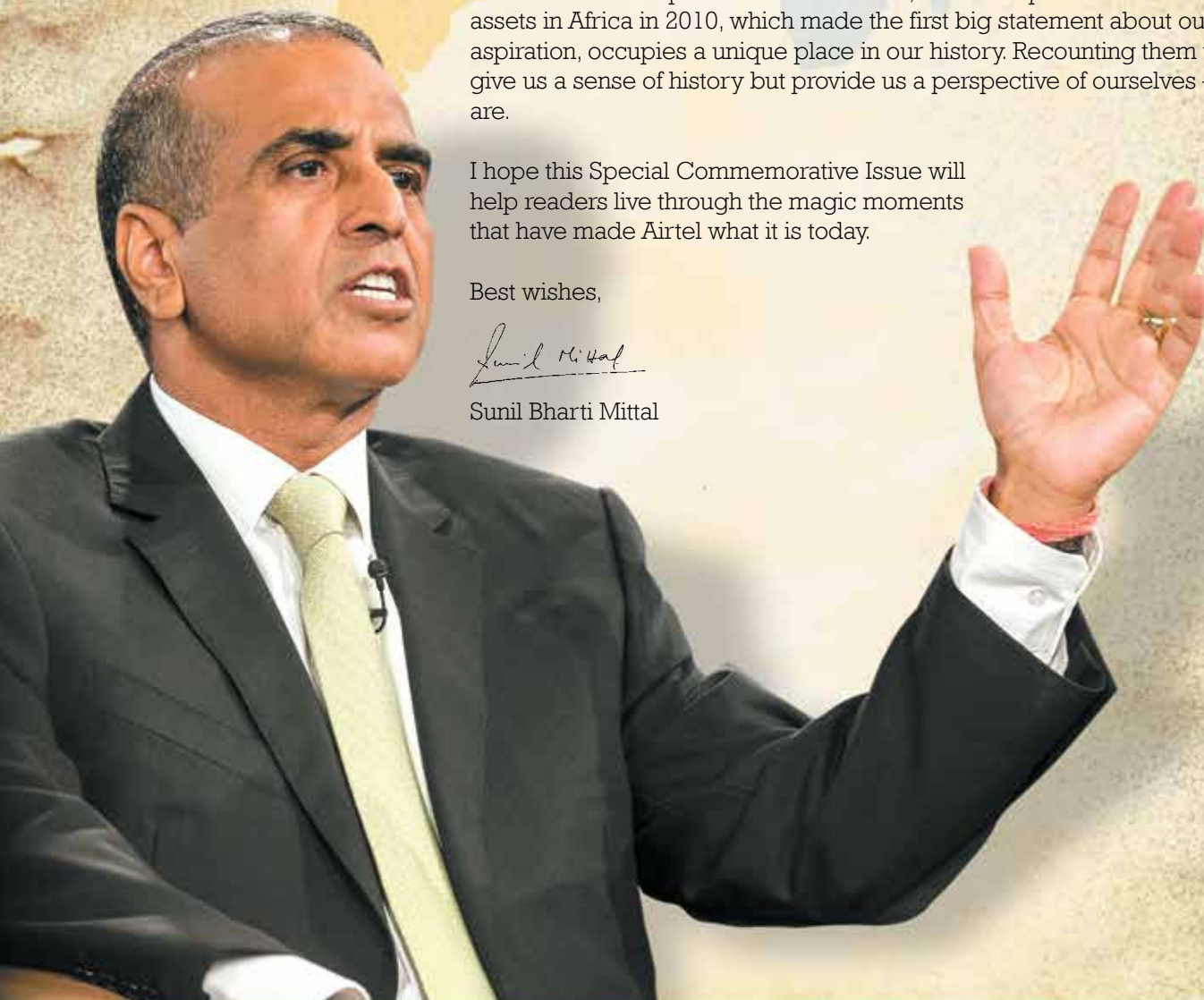
Twenty years is a long time. Recounting events over such a long period can be complex but nonetheless enjoyable. For me, every step on the way - small or big, be it our entry into Himachal Pradesh in 1996, which became our first operation outside Delhi, or our acquisition of Zain Telecom's assets in Africa in 2010, which made the first big statement about our global aspiration, occupies a unique place in our history. Recounting them will not just give us a sense of history but provide us a perspective of ourselves - Who we are.

I hope this Special Commemorative Issue will help readers live through the magic moments that have made Airtel what it is today.

Best wishes,



Sunil Bharti Mittal



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# 40 Years GROWTH BEYOND Imagination

**B**harti Airtel launched Delhi's first mobile service on 27th September 1995. Interestingly, the Company didn't charge any tariff from its subscribers during the first month of its service. The Company finally commenced its commercial services from 14th November 1995. Known for its foresightedness in customer service, Airtel had signed roaming agreements with several countries before launch.



**“ We would like to give our subscribers some time to test the system themselves, until they are completely familiar with its functioning and assured of the efficiency and quality, which is why we will not charge any airtime until 23rd October, 1995. ”**

– Sunil Bharti Mittal at the launch of Bharti Airtel's mobile service

1994:  
Announcement  
of a brand



1994: Prelaunch  
campaign



1994: Defining  
mobility



1994: Pre booking  
ad on Nov 15th 1994





# 1995

## Journey begins

In **1995**, Bharti Airtel began its journey in telecom with the launch of its cellular service in the national capital of Delhi.



▲ Sunil Bharti Mittal (third from left); Bashir Currimjee (third from right); Dr Mo Ibrahim (second from right) and Rakesh Bharti Mittal (first from right) along with other dignitaries at the launch of Airtel's service in Delhi

# 1996

## Steps out of National Capital; enters the northern hill state of Himachal Pradesh

In **December 1996**, Bharti Airtel introduced its cellular service in Himachal Pradesh. It was for the first time that Airtel ventured out of its home state Delhi.



▲ Sunil Bharti Mittal with Virbhadra Singh, Hon'ble Chief Minister of Himachal Pradesh at the inauguration of Airtel's network in the state

In 1997, Bharti Airtel became the first mobile service provider in India to cross the 1,00,000 customer mark

# 1997

## Finds partner in British Telecom

London based telecom major British Telecom (BT) acquired 21.05 per cent equity interest in Bharti Airtel.



▲ Sunil Bharti Mittal and Sir Iain Vallance, Chairman, British Telecom at a press conference to formally announce the partnership with British Telecom

# 1998

## Breaks public sector monopoly in fixed line service; launches India's first private fixed line service

After becoming the first private company in India to win a fixed line licence in 1997, Bharti Airtel launched India's first private fixed line service in Indore, Madhya Pradesh in **June 1998**. Then Hon'ble Prime Minister, Atal Bihari Vajpayee received the first call made on Airtel's network from then Hon'ble Union Minister of State for Telecommunications, Kabindra Purkayastha.



▲ Rajan Bharti Mittal; Sunil Bharti Mittal and Digvijay Singh, Hon'ble Chief Minister, Madhya Pradesh at the inauguration of Airtel Indore Main Exchange





## Acquires JT mobiles, establishes footprint in the southern states of Andhra Pradesh and Karnataka

# 1999

In **December 1999**, Bharti Airtel acquired majority stake in JT Mobiles which was the cellular service provider in the southern states of Karnataka and Andhra Pradesh. The initiative enabled the Company to become the largest private sector telecom operator in the country.



◀ Leadership teams of Bharti Airtel and JT Mobiles at the announcement of the former acquiring majority stake in JT Mobiles

# 2000

## Connects Karnataka



▲ Sunil Bharti Mittal and Rajan Bharti Mittal at the launch of Airtel's service in Karnataka in **May 2000**

## Enters Andhra Pradesh



▲ (From left to right) Rajan Bharti Mittal; N Chandrababu Naidu, Hon'ble Chief Minister of Andhra Pradesh; Sunil Bharti Mittal and Rakesh Bharti Mittal at the launch of Airtel's service in the state in **June 2000**

## Welcomes Singtel on board

In **August 2000**, Bharti Airtel and Singapore Telecommunications (Singtel) formed a strategic partnership as the latter invested US\$ 400 million in Airtel. It was then the single-largest investment by any international investor in the Indian telecom sector.



▲ (From left to right) Akhil Gupta; Dilip Pathak; H.E. Wong Kivok Pun; Sunil Bharti Mittal; Lee Hsien Yang, President & CEO, Singtel; Sin Hang Boon and Rajan Bharti Mittal at the announcement of the investment by Singtel in Bharti Airtel



# 2001

## Launch of Network i2i

In **March 2001**, Bharti Airtel jointly with Singapore Telecommunications (Singtel) announced the formation of Network i2i, India's first private submarine cable company. The 51:49 joint venture built a 3,200 km submarine optical fibre cable network which linked Chennai (India) and Tuas (Singapore) with a high bandwidth capacity of 8.4 terabits per second. It was completed at a cost of US\$ 250 million.



▲ Sunil Bharti Mittal; Atal Bihari Vajpayee, Prime Minister of India (second from left); Goh Chok Tong, Prime Minister of Singapore (second from right) and Lee Hsien Yang, President & CEO, Singtel (Right) at the launch of i2i Cable Network

## Acquires Spice Cell to enter Kolkata

On **16th July 2001**, Bharti Airtel announced that it had acquired 100 per cent stake of Spice Cell, the then leading mobile service provider in Kolkata to launch its services in the 'City of Joy'.

**In October 2001, Bharti Airtel crossed the one million customer in India**

## Launches cellular service in Chennai post acquisition of SkyCell Communications

In **October 2001**, Bharti Airtel launched mobile service in Chennai following the acquisition of a majority stake of 89.5 per cent in SkyCell Communications earlier in September that year.



▲ (From left to right) Anil Nayar; P H Rao; Rajan Bharti Mittal; Akhil Gupta and Sunil Bharti Mittal at the launch of Airtel's service in Chennai

## Unveils 'IndiaOne'

On **17th October 2001**, Bharti Airtel announced the launch of 'IndiaOne', India's first private sector National Long Distance service which was instrumental in the reduction of NLD rates by a whopping 90 per cent! The Company went on to sign an 'Interconnect Agreement' with government run Videsh Sanchar Nigam Ltd. (VSNL) for international telephony.



▲ (From left to right) Hemant Sachdev, Badri Agarwal, Sunil Bharti Mittal and N. Arjun at the launch of 'IndiaOne'



# 2002

## Goes public

On **2nd February 2002**, Bharti Airtel successfully closed India's first 100 per cent book-building Initial Public Offering (IPO). The Issue had opened on 28th January 2002 for a total of 18.5 crore equity shares representing 10 per cent of the post issue capital of the company. The issue had been oversubscribed by 2.5 times. Priced at Rs 45 per share, the Company raised an amount of Rs 833.85 crore.



▲ Leadership team of Bharti Airtel cheer as the Company completes India's first 100 per cent Book-Building Issue



◀ The bell ceremony at Bombay Stock Exchange (BSE) was started with the listing of Bharti Airtel's IPO. Presented by Airtel, the bell continues to ring even today for each new listing

## Spreads wings across Punjab

Bharti Airtel launched mobile service in Punjab in **February 2002**. The Company registered 30,000 customers within the first month of its launch which then formed about 10 per cent of the cellular subscriber market in the region. Also, in just over a year of Airtel's launch in Punjab, the Company acquired its 3,00,000th customer in the region.

▶ *Rajan Bharti Mittal; Sunil Bharti Mittal and Rakesh Bharti Mittal at launch of Airtel in Punjab*



## Launches service in UP (West) and Uttaranchal



▲ (From left to right) Sarvjit Singh Dhillon; Rajan Bharti Mittal; Jan Campbell (from Ericsson) and Hemant Sachdev at the launch of Airtel's service in Uttar Pradesh (West) in **June 2002**

## Introduces cellular service in Kerala



▲ (From left to right) T Elango; Jan Campbell (from Ericsson); Rajan Bharti Mittal; P H Rao; Sunil Bharti Mittal and Anil Nayar at the launch of Airtel's service in Kerala in **July 2002**



## Introduces mobile service in Maharashtra



▲ (From left to right) Anil Nayar; Sunil Bharti Mittal; Rajan Bharti Mittal and Sanjay Kapoor at the launch of Airtel's service in Maharashtra in **July 2002**

## Gujarat starts talking on Airtel



▲ (From left to right) Anil Nayar; Sunil Bharti Mittal; Rajan Bharti Mittal and Sanjay Kapoor at the launch of Airtel's service in Ahmedabad in **August 2002**

# 2003

## Introduces GPRS



▲ (From left to right) Hemant Sachdeva; Kareena Kapoor, Airtel's Brand ambassador & Bollywood actress and Anil Nayar at the launch of multi-media messaging service (MMS). Kareena Kapoor launched the service by sending the first MMS to Indian cricket team participating in the World Cup in South Africa

In **February 2003**, Bharti Airtel introduced General Packet Radio Service (GPRS) over its network. Launch of the service allowed customers access to multimedia messaging service (MMS) that combined text messages with pictures, images and sound clips, a unique feature then.

## A milestone to cherish



▲ Sunil Bharti Mittal and Sanjay Nandrajog (right) felicitates Priya Tripathi (middle), the millionth Airtel customer in Delhi circle in **June 2003**

## Crosses 3 million customer mark

In **March 2003**, Bharti Airtel became the first mobile operator to reach the three million customer mark. To celebrate the occasion, the Company organised the 'Airtel 3 Million Cricket Cup' involving India Invitation XI and Sri Lanka Invitation XI at the Wankhede Stadium in Mumbai. The proceeds of the event were given to Bharat Ratna Lata Mangeshkar for her cancer hospital.



# 2004

## Creates telecom history; constructs the path breaking outsourcing model

The first of its kind operating model went on to become a famous case study at the Harvard Business School. The model became a key reference point in boardrooms across the world.

### Historic partnership with IBM

On **26th March 2004**, Bharti Airtel and IBM entered into a historic agreement, wherein Airtel outsourced its hardware, software and IT services' requirements to the US based IT infrastructure and service provider.

**Its audacity in entering these arrangements landed Bharti on the front page of the Wall Street Journal and attracted the attention of telecom operators worldwide with its "reverse outsourcing" – the story of an Indian company outsourcing its telecom and IT network to the West.**

– Harvard Business School (Strategic Outsourcing at Bharti Airtel Limited. One year later.) August 2006



▲ (From left to right) Jai Menon; Tim Shaughnessy, VP-IBM Global Services, Asia Pacific; Sunil Bharti Mittal; Colleen Arnold-GM, IBM Communications Sector, Worldwide and Akhil Gupta at the signing event

### Signs network management agreements with Ericsson and Nokia

**In 2004**, Bharti Airtel entered into strategic partnerships with Sweden based mobile equipment provider Ericsson and Finnish Communications major Nokia to

build and maintain Airtel's mobile networks in 16 telecom circles. These were the first of its kind initiatives in the world to build and manage vast scale networks.



### Airtel gets EDGE

Bharti Airtel commercially launched Enhanced Data Rate for Global Evolution (EDGE) services in Delhi in **September 2004**. The service allowed Delhites to be the first in the country to experience rich multimedia content on their EDGE-enabled handsets.



◀ (From left to right) Jan Campbell; Managing Director, Ericsson India; Sanjay Nandrajog and Don Price at the EDGE launch in Delhi



## Launches service in J&K

In **October 2004**, Bharti Airtel introduced cellular service in Jammu and Kashmir. The launch made Airtel the first private mobile service provider to operate in the state.



▲ (From left to right) RVS Bhullar; Akhil Gupta; Sunil Bharti Mittal; Manoj Kohli and Vinod Sawhney at the launch of Airtel's service in Jammu & Kashmir

# 2005

## Launches service in Assam, completes Pan India footprint

Bharti Airtel achieved the goal of offering mobile service across the length and breadth of India when the Company launched mobile service in Assam in **March 2005**.



▲ Sunil Bharti Mittal and Tarun Gogoi, Hon'ble Chief Minister of Assam at the launch of Airtel in the state (second from right)

## Celebrates pan India footprint



▲ On **12th April 2005**, Sunil Bharti Mittal launched India's largest car rally - 'Airtel One India Challenge' to celebrate Airtel's completion of pan India footprint. The first of its kind car rally was conceptualised as a tribute to the spirit of 'One India, One Network, One Airtel.'

# 2007

## Establishes an independent mobile tower company



In **July 2007**, Bharti Airtel formed an independent tower company Bharti Infratel by hiving of its passive infrastructure (mobile towers) assets.

**Bharti Infratel in association with Vodafone and Aditya Birla Telecom created Indus Towers in November, 2007. Bharti Infratel held 42 per cent stake in the joint venture.**





# Explosive growth, unparalleled momentum

## Crosses the 50 million customer mark

In **October 2007**, Bharti Airtel crossed the 50 million customer mark. With this, the Company achieved the distinction of becoming the fastest private telecom company in the world to achieve this landmark in a single country - within 143 months of start of operations.



▲ Leadership team of Airtel at the 50 million customer mark celebration

## Goes past the 100 million user milestone

In **May 2009**, Bharti Airtel celebrated a significant milestone when it acquired its 100 millionth mobile customer in India. The milestone allowed the company to emerge as the third largest single country mobile service operator and sixth largest in-country integrated telecom operator globally.



▲ (From left to right) Manoj Kohli; Gary A Cohen, General Manager, Communications Sector, IBM; Carl-Henric Svanberg, President & CEO, Ericsson; Sunil Bharti Mittal; Chumpol NaLamleng, Chairman, Singtel; Rajan Bharti Mittal; Simon Beresford - Wylie, President, Nokia-Siemens and Sanjay Kapoor, CEO - India and South Asia, Bharti Airtel at the 100 million customer mark celebration

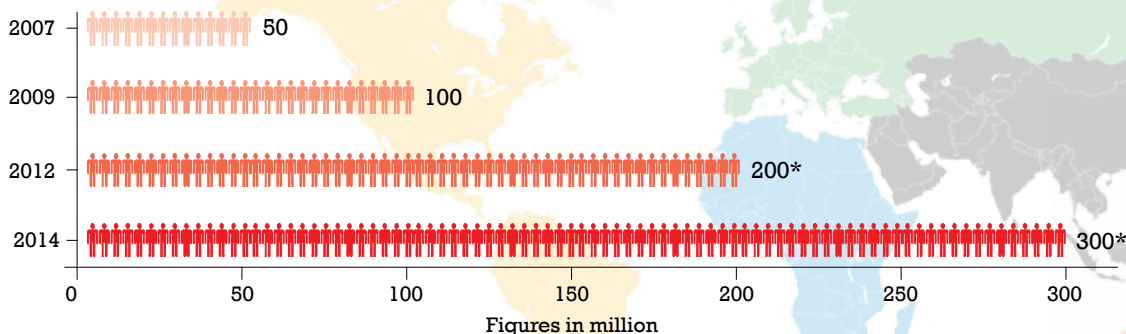
## 200 million customers say cheers to Airtel

Bharti Airtel hit the 200 million customer mark across its operations in **2012**. The second 100 million customers were in just three years.

## Wins trust of 300 million customers

In **July 2014**, Bharti Airtel added another feather in its cap when it crossed the 300 million customers mark across its operations. Of the 300 million customers, the last 100 million joined the Airtel family in less than two years. 70 million of the customers were based in Africa where Airtel is the largest mobile operator in terms of geographical footprint spanning 17 markets.

## Bharti Airtel's Journey (Customer Milestone)



\* Includes Africa

Bharti Airtel serves a customer base of over 346 million across its operations (as of November 2015).





# 2008

## Launches Airtel Digital TV

TV viewing experience in India reached a new high when Bharti Airtel introduced its state-of-the-art Direct To Home (DTH) service for home entertainment in **2008**. Besides latest technology, Airtel Digital TV had many firsts to its credit like a universal remote for both Set Top Box and TV that offered enhanced viewer convenience and high Set Top Box memory enabling more interactive applications. ▶

(From left to right) Manoj Kohli, Atul Bindal and N Arjun at the national launch of Airtel Digital TV in 2008 in Delhi



# 2010

## Unveils new global brand identity

In **November 2010**, Bharti Airtel introduced a new brand identity based on a global approach. Designed by London based Brand Union, the logo featured a symbol for the first time over and above the name of the brand. The new brand identity gave Airtel an opportunity to present a unified face to its customers based in different geographies across the world.



▲ Sunil Bharti Mittal and Sanjay Kapoor, CEO - India and South Asia, Bharti Airtel at the launch of new brand identity

# 2011

## Launches word-class 3G service in India

Bharti Airtel introduced its first 3G (Third Generation Mobile Telephony) service in India with launch in Bangalore in **January 2011**. Over one lakh customers registered for the technology within just 72 hours of its launch.



▲ (From left to right) Atul Bindal, President - Mobile Services, Bharti Airtel; Karthi, popular actor in Tamil Film Industry and Brand Ambassador of Bharti Airtel and Vineet Taneja, Operations Director (South), Bharti Airtel at the launch of 3G service in Chennai. It was the Company's second 3G launch in the country after Bangalore where the technology made its debut in India

## 3G in Seychelles

Very few people know that Airtel introduced its first 3G service in Seychelles in **December 2006** long before it launched the service in India. The initiative enabled the Company to become the first Indian telecom service provider to offer 3G service.



# 2012 Unleashes superfast 4G in India

Bharti Airtel began a new chapter in India's telecom history by launching 4G LTE (Long Term Evolution) in Kolkata on **10th April 2012**. This technology evolution enabled customers to access superfast mobile internet at nearly ten times the existing wireless speed.



▲ (From left to right) Sunil Bharti Mittal; Kapil Sibal, Hon'ble Union Minister for Communications and Information Technology and Sanjay Kapoor, CEO – India and South Asia, Bharti Airtel at the 4G launch event in Kolkata

# 2014 Launches Wynk Music



▲ (From left to right) Anand Chandrashekar, Chief Product Officer, Bharti Airtel; Srinivasan Gopalan, Director, Consumer Business, Bharti Airtel and Devraj Sanyal, MD, Universal Music and EMI Music, South Asia at the launch of Wynk Music, Bharti Airtel's first music app

## Launches 4G service across India

On **6th August 2015**, Bharti Airtel announced the launch of its high speed 4G service in 296 towns across India. With this customers across the country could experience high speed wireless broadband and enjoy uninterrupted HD video streaming, superfast uploading and downloading of movies, music and images.



▲ (From left to right) Raghunath Mandava, Director, Customer Experience; Harmeen Mehta, CIO; Gopal Vittal, MD and CEO, India & South Asia; Srinivasan Gopalan, Director, Consumer Business; Ajai Puri, Director, Market Operations and Abhay Savargaonkar, Director Network Services Group at the launch of pan India 4G service

# 2015

## Becomes the third largest mobile operator in the world

In **June 2015**, Bharti Airtel crossed a major landmark in its journey when London based World Cellular Information Service (WCIS) acknowledged Airtel as the third largest mobile operator in the world with 303 million subscribers across its operations in Asia and Africa.

Ranking	Operator	Wireless Mobile Connections (millions)*
1.	China Mobile	626.27
2.	Vodafone Group	403.08
3.	<b>Bharti Airtel</b>	<b>303.10</b>
4.	China Unicom	299.09
5.	America Movil	274.14

(Source: World Cellular Information Service)

## Starts Project Leap



▲ (From left to right) Abhay Savargaonkar, CTO, Bharti Airtel; Gopal Vittal, MD & CEO, Bharti Airtel (India and South Asia) and Shyam Mardikar, Chief Architecture and Planning, Bharti Airtel at the launch of 'Project Leap,' Airtel's network transformation program in **November 2015**



**FLYING HIGH, GOING GLOBAL**



# Flying high, going global

**N**ot known to many of its followers, Bharti Airtel's global aspirations had started shaping up long before its entry into South Asian neighbourhood (Sri Lanka and Bangladesh) and the much celebrated Zain acquisition in Africa. Way back in 1997, at a time when the Company had just begun its operations in India and it had all of one lakh customers, it had bid, though unsuccessfully, for a mobile license in Botswana in Africa. Finally, Airtel made its overseas debut in January 1998 launching operations in the island nation of Seychelles. The rest is history, as the Company extended its presence across twenty countries in two continents with a footprint covering over two billion of world population. As it happened...





# 1998

## Connects Seychelles

In **January 1998**, Bharti Airtel became the first Indian telecom service provider to offer service outside the country when it launched its mobile service in the picturesque island of Seychelles in the Indian Ocean.

▲ Leadership team of Airtel led by Sunil Bharti Mittal and Rajan Bharti Mittal with H.E. James Michelle, Vice President, Republic of Seychelles (fourth from right) at the launch of the Company's telecom service in the country

# 2009

## Hello Sri Lanka

Bharti Airtel crossed the Palk Strait to reach Sri Lanka to launch a greenfield operation in the island nation in **January 2009**. The service was launched on a state of the art 2.5G and 3.5G network which was built in about a year's time. This was the fastest network roll-out of its scale by any mobile operator in Sri Lanka.



◀ Sunil Bharti Mittal and Chua Sock Koong, Singtel Group CEO and Director on the Board of Bharti Airtel being welcomed with traditional Sri Lankan drumbeats at the inauguration of the first Airtel Relationship Centre

On the day of the launch long winding queues outside the Airtel Relationship Centre in Colombo said it all



# 2010

## Enters Bangladesh

In **January 2010**, Bharti Airtel integrated Bangladesh in its market operations when it acquired 70 per cent stake in Warid Telecom, a wholly-owned subsidiary of the UAE based Abu Dhabi Group. Under the agreement, an investment of US\$ 300 million was made – the largest ever investment in Bangladesh by an Indian company. Later in May 2013, Airtel acquired the rest 30 per cent stake in Warid Telecom to make it a wholly-owned subsidiary.



# 2010

## Africa Calling

In **June 2010**, Bharti Airtel completed the largest ever cross-border acquisition in emerging markets to takeover Zain Africa BV's operations in 15 countries at an enterprise value of US\$ 10.7 billion. With this acquisition, Airtel became the world's fifth largest wireless company and its total customer base increased to around 179 million.



▲ Akhil Gupta; Sunil Bharti Mittal and Manoj Kohli announcing the acquisition of Zain Africa

## Airtel brand launch in Africa



▲ (From left to right) Manoj Kohli, Fayaz King, MD, Airtel Zambia, Sunil Bharti Mittal and Akhil Gupta at the launch of new brand identity at Lusaka in Zambia in 2010

## Integrates Seychelles into its Africa portfolio

In **August 2010**, Airtel acquired 100 per cent stake in Telecom Seychelles. With this Airtel grew its African footprint to 16 countries.



▲ Leadership team of Airtel Africa at 'Airtel afriCAN' meet held in Kampala in 2010

# 2011

## Crosses 50 million customer mark in Africa

In **November 2011**, Airtel Africa celebrated a significant milestone when it acquired its 50 millionth mobile customer in the continent. The Company achieved the milestone within just 17 months of acquiring Zain's mobile operations in Africa.



# 2012 Launches operation in Rwanda

In **March 2012**, Airtel Africa announced the launch of its operation in Rwanda, expanding its footprint on the African continent to 17 countries.



▲ (From left to right) Manoj Kohli; Pierre Damien Habumuremyi, Hon'ble Prime Minister of the Republic of Rwanda and Marcellin Paluku, Country Manager, Airtel Rwanda at the launch of Airtel in Kigali, Rwanda

## Airtel's Africa operation (2012)



▲ With the launch of Airtel's operation in Rwanda, the Company increased its footprint on the African continent to 17 countries and became the largest mobile operator in the Continent in terms of geographical footprint

# 2013

## Acquires Warid Uganda

Airtel Africa acquired Warid Telecom Uganda in **April 2013**. The acquisition consolidated Airtel's position as the second largest mobile operator in Uganda with a combined customer base of over 7.4 million and market share of over 39 per cent.

## Becomes the largest operator in Congo Brazzaville

In **November 2013**, Airtel Africa acquired Warid Group's operation in Congo Brazzaville. The agreement marked the second in-country acquisition by Airtel in Africa after Uganda. The acquisition then made Airtel the largest mobile operator in Congo Brazzaville with around 2.6 million customers.

# 2014

## Launches its first 4G service in Africa

In **November 2014**, Airtel launched its 4G service in Seychelles, which became the operator's first commercial LTE network in Africa. Incidentally, Seychelles was also the first market where Airtel had launched its 3G service way back in 2006.



▲ 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 service in Seychelles





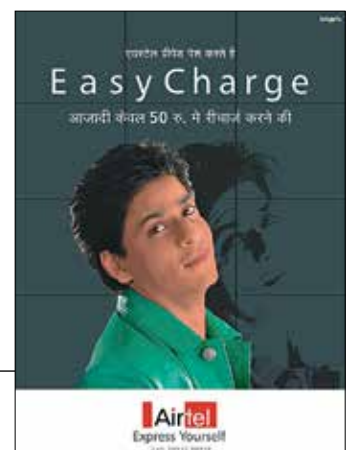
# Innovation gallery

From being the first in India to introduce music on mobile phones to launching new services like 'Easy Recharge', 'Lifetime Prepaid' and mobile money, Bharti Airtel has always been at the forefront of introducing path breaking innovations to create a transformational impact on the lives of its customers. Here are a few of them.

# 2004

## Easy Recharge

In **January 2004**, Bharti Airtel introduced 'Easy Recharge' a unique and revolutionary prepaid product which enabled prepaid customers to top up their prepaid cards with any value suiting their budget starting from Rs 50. Customers could also charge their prepaid cards while roaming in any of Airtel's circles across India.





**Hello Tunes**

In **July 2004**, Bharti Airtel launched the 'Hello Tunes' service, marking the debut of mobile music in India. The initiative redefined customer's mobile experience as it enabled the caller dialing Airtel customers to hear songs and other sound clips instead of the traditional ringtone.



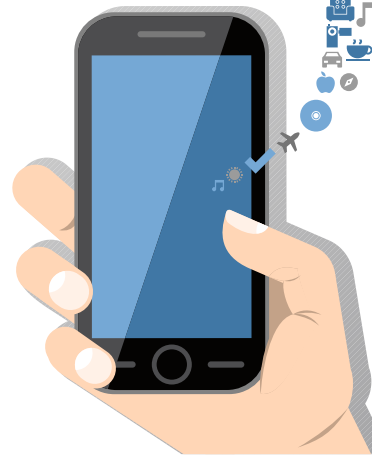
**First to launch BlackBerry in India**

In **October 2004**, Bharti Airtel entered into a partnership with Research In Motion to exclusively introduce BlackBerry in India which was considered then to be the most powerful instant e-mail mobile innovation.



**2005**

**Lifetime prepaid**



In **December 2005**, Bharti Airtel introduced India's first Lifetime prepaid card with a lifetime validity valued at Rs. 999. The card enabled a customer to receive calls for a lifetime without having to recharge or worry about the validity period of the card.

**2006**

**SongCatcher – instant music on mobile**

Bharti Airtel launched 'SongCatcher' - India's first ever 'instant music on Mobile' in **November 2006**. This service completely transformed the way mobile users downloaded songs on mobiles. Customers were required to dial a service code and hold the mobile device near the source of music. The voice recognition software then matched the request with songs available on Airtel's database. Once accepted, the song was downloaded as a 'Hello Tune.'





# 2007 eGRAM Connectivity Infrastructure Project in Gujarat



▲ The eGRAM project being inaugurated by Shri Narendra Modi, Hon'ble Chief Minister of Gujarat and Manoj Kohli at Amreli, Gujarat

In **October 2007**, Bharti Airtel partnered with the Government of Gujarat in the 'eGRAM Connectivity Infrastructure Project'. Under this first-of-its kind programme in the country, the Company undertook a massive rural connectivity exercise linking 13,716 villages of Gujarat with Common Service Centers (CSCs) by setting up telecom infrastructure.

# 2008

## Brings 'iPhone 3G' to India

Bharti Airtel in association with Apple launched 3G enabled iPhone for its customers in India. 'iPhone 3G' combined all the revolutionary features of iPhone along with 3G networking that was twice as fast as compared to an earlier version of 'iPhone'.



**airtel money**

**now, just pay with your mobile.**

You can now carry cash on your mobile and make payments at the touch of a button. It's easy, 100% secure and accepted at a wide range of outlets. Simply exchange your existing SIM with an airtel money SIM and start paying with your mobile today.

**Get airtel money SIM >> Load cash >> Pay**

airtel money. Carry cash on your mobile.  
airtel customers call - 12123 (toll free)  
Others call - 880-961-2223 (toll free)

airtel money SIM available at all airtel relationship centres and authorized airtel money outlets. For more details log on to [www.airtelmoney.in](http://www.airtelmoney.in)  
airtel money services are offered by airtel m-commerce services ltd.

# 2011

## Airtel Money

In **January 2011**, Bharti Airtel introduced 'Airtel Money,' India's first mobile banking platform which enabled users to load money into their mobile phones. The device then could operate like a virtual wallet. Airtel Money was India's first telco-led mobile wallet service to offer money transfer service.



# 2012

Bharti Airtel took a major technological leap in network management when its state-of-the-art Network Experience Centre (NEC) went 'Live' in **October 2012**. Based in Manesar in Haryana, NEC was the first of its kind facility in India which monitored Airtel's network performance across Mobile, Fixed Line and DSL Broadband, DTH, M-Commerce, Enterprise Services, International Cable Systems and internet peering points from a single location.

### NEC goes 'Live'



▲ (From left to right) Sanjay Kapoor, CEO - India and South Asia, Bharti Airtel; Kapil Sibal, Hon'ble Union Minister IT & Telecommunications and Sunil Bharti Mittal at the launch of the Airtel Network Experience Centre in Manesar in Haryana

# 2014



### Wynk Music

In **September 2014**, Bharti Airtel launched 'Wynk Music' – a carrier agnostic mobile application enabling music lovers to groove to their favourite songs on their smartphones while on the move. The platform enabled customers access an 'expert curated' library of 1.7 million regional and international songs across eight languages. The launch enabled Airtel to become the first telecom operator to introduce an OTT (Over-the-Top) mobile application in the Indian market. 'Wynk Music' achieved 12 million downloads in little over 12 months of its launch.

### One Touch Internet

In **November 2014**, Bharti Airtel launched 'One Touch Internet' – a first of its kind initiative aimed at simplifying internet service for first-time users in India. 'One Touch Internet' was a WAP (Wireless Application Protocol) portal designed with a simple, secure and intuitive interface that allowed first-time mobile web users to discover internet easily.





# Creating a global identity, loved by over 346 million

Over the years Brand Airtel has grown well beyond its Indian roots to emerge as a much admired global brand. Widely acclaimed as the largest global consumer brand to have emerged out of the country, Airtel has managed to build a deep emotional connect with its customers across its operations in Asia and Africa. The brand while going through multiple identity transitions over the years has created enduring value propositions through iconic campaigns of sheer ingenuity to endear itself to its customers in these fiercely competitive consumer markets.

## Airtel logo over the years



1994



2002



2010

The Airtel logo has had three major incarnations since the Company began to offer mobile service in 1995. Over the years, the brand has evolved to reflect the changing environment & customer preferences across geographies.

**1** Many names were considered over a number of days, before 'AirTel' was selected personally by Sunil Bharti Mittal.

**3** Other names that were considered include 'Be One', 'Tango', 'Bee Tel', and 'BTel'.

**5** The taglines associated with the logo were 'The power to keep in touch' and 'Touch Tomorrow'.

**7** The customer indeed saw this as an international brand. The other brands that were seen in the market those days were AT&T and Telstra.

'AirTel' was chosen as it reflected the technological innovation of 'Telephony over Airwaves' – A natural extension of Telephony on Air.

'AirTel' also was in line with the international perspective, reflecting the Group's vision to be world-class and offering the best technology to its customers.

It was positioned as an aspirational and lifestyle brand, beyond just the pricing/tariff proposition.

## HOW BRAND 'AIRTEL' WAS CONCEIVED...



# CREATING A GLOBAL IDENTITY, LOVED BY OVER 346 MILLION

## Iconic brand campaigns

From 'The power to keep in touch' in 1995 to 'The best network for your smartphone,' in 2014 Airtel has created several memorable brand campaigns to deliver its differentiated and aspirational value proposition. Here is a look at some of them.

The power to keep in touch (1995)



Touch tomorrow (2000)



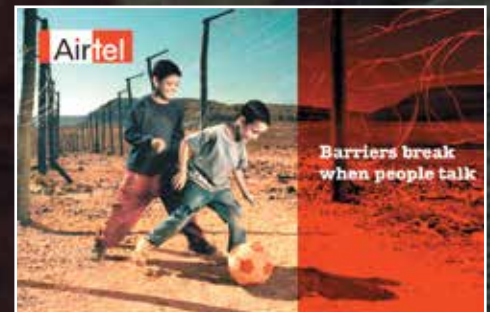
Live...every moment (2002)



Express yourself (2003)



Barriers break when people talk (2008)



The Smartphone Network (2014)



Har ek friend zaroori hota hai (2011)





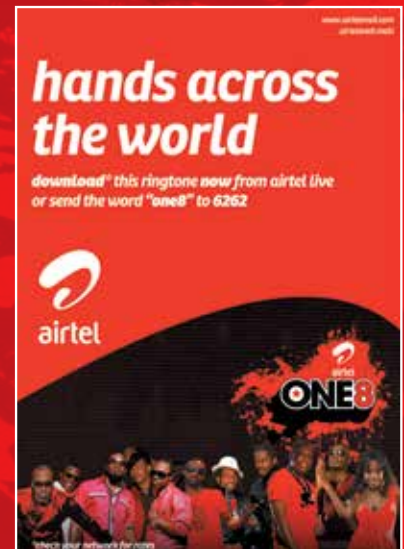
## Building brand identity in Africa

After setting foot on the continent five years ago, Brand Airtel has managed to create a phenomenal presence in these markets through its innovative promotional campaigns. In the youth dominated markets of Africa, sports, lifestyle and music have emerged as the dominant themes driving these campaigns.



### The Friendship Network (2010)

Campaign enabled the youth in Africa to connect with friends and opportunities



### Airtel ONE8 (2010)

Featured eight of the top singers from Africa who together with R Kelly, unified the continent with their hit single 'Hands across the world'



### Airtel Rising Stars (2011)

Tournament gives a platform to budding footballers to showcase their skills



### Airtel Trace Music (2014)

Singing competition that gives aspiring musicians a chance to realise their dreams by simply calling and singing on their phone



### It's Now (2015)

Inspires the youth to seize opportunities now. The campaign features Yaya Toure' whose success is a source of pride and achievement



## Stars Galore

**B**rand ambassadors have contributed immensely to the growth of 'Airtel' in bringing the brand closer to its customers. Association with these icons have enriched the Brand with values that they stand for in their respective life spaces leading to the creation of an aspirational identity among local communities. Here are a few of them.

Indian Cine Star **Karishma Kapoor** was chosen as the face of Airtel Magic in 2001.

Appointment of Bollywood superstar **Shah Rukh Khan** in 2001 as face of the brand symbolised self-identification amongst masses.

In August 2002, Airtel chose one of India's most successful music composers **A R Rahman** who is also referred as the 'Mozart of the East' to promote the brand. A R Rahman's signature tune for Airtel was one of the most downloaded piece of mobile music in the world.

In 2002 Airtel identified Bollywood actress **Kareena Kapoor** as the brand's face to ensure that it held more relevance to the youth.

Indian Cricket Captain **Sourav Ganguly**, popularly referred as the 'Prince of Calcutta' was appointed as the brand ambassador for Airtel in 2002 allowing the brand to enhance its bond with people in the 'City of Joy'.

To boost Airtel's popularity in South India, filmstar **R Madhavan** was roped in as the Company's brand ambassador in 2002.

In October 2003, Airtel appointed Indian Cricketing legend **Sachin Tendulkar** as its new brand ambassador for Airtel. With Cricket being the most followed sport in India, the initiative immensely glorified 'Airtel' brand as it instilled a sense of pride among the customers in being part of the Airtel network.

**Vidya Balan** was identified as the face of Airtel in 2008.

**Saif Ali Khan** was chosen by Bharti Airtel to promote its brand in 2008.

Bharti Airtel Lanka in 2009 chose **Kumar Sangakkara**, one of Sri Lanka's most popular sporting icon and former captain of Sri Lanka's Cricket team as the Company's brand endorser.

In June 2015, African Footballing icon **Yaya Touré** was chosen as the face of Airtel in Africa. Touré is the first player to win 'African Player of the Year' four consecutive times.



Karishma Kapoor



Shah Rukh Khan



A R Rahman



Kareena Kapoor



Sourav Ganguly



Sachin Tendulkar



R Madhavan and Vidya Balan



Saif Ali Khan



Kumar Sangakkara



Yaya Touré



**CREATING A GLOBAL IDENTITY, LOVED BY OVER 346 MILLION**



## Cheering for Sports

**S**purred by the high level of interest in sports in India and Africa, Airtel has been actively associated with sporting bodies and organisers to promote a host of sporting events to reinforce its position as a global brand and a leader amongst customers.



### **Airtel Delhi Half Marathon**

Over the years, 'Airtel Delhi Half Marathon' (ADHM) has grown as one of most awaited sporting events in India bringing together professionals and those who love running. Held annually, a portion of the proceeds from the event is contributed towards Satya Bharti School Program.

# 2011



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

Formula 1 Grand Prix made its debut in India in 2011 with Airtel as its title sponsor. The initiative gave Indian sporting enthusiasts their first ever chance to experience the adrenaline rush associated with Formula 1.

### **Airtel Rising Stars**

In 2011, Airtel kicked off 'Airtel Rising Stars' (ARS), the biggest grassroots football tournament across its operations in Africa. The tournament attracted participation from approximately 11,000 teams and 98,000 youngsters in its inaugural year itself. The overwhelming success of ARS in Africa encouraged the Company in 2012 to expand the scope of the football talent hunt across India, Sri Lanka and Bangladesh. The tournament cum talent hunt programme gave promising youngsters chance-of-a-lifetime to attend a week-long training camp with Manchester United Soccer Schools.





## Soaking in India's diverse culture

Over the years, Brand Airtel has demonstrated tremendous zeal to connect with local communities in multiple ways. Be it Maharashtra's famous Dahi Handi Festival or Bengaluru's Habba which is the biggest cultural festival celebrating the spirit of the city or for that matter Kerala's famous boat race, the brand has kept reiterating its relevance among local communities through its association with events that lie at the heart of the lives of the locals.



▲ **'Kameswari' Dance and Music Festival (Assam):** The Annual Kameswari Dance Festival showcases culture and dance relevant to Kamakhya, one of the holiest shrines in Assam



▲ **Boat Race (Kerala):** Kerala's famous boat race is organised during Onam, the biggest and the most important festival of the state



▲ **Habba (Karnataka):** Bengaluru's biggest cultural festival which celebrates the spirit of the capital city of Karnataka



▲ **Kumbh Mela (Uttar Pradesh):** Held in Allahabad in Uttar Pradesh, the festival is counted among the largest religious gatherings in the world



▲ **Dahi Handi Festival (Maharashtra):** Permanent part of Maharashtra's culture where people re-enact the story of Lord Krishna who as a child used to steal butter from pots hanging from ceilings. As part of festival, human pyramids are created to break the Dahi Handi

▼ **Konark Dance & Music Festival (Odisha):** Held annually, the 'Konark Dance & Music Festival' showcases Odisha's rich culture and tradition







# Bats for the underprivileged

From the very beginning, Bharti has believed in giving back to the community in which it operates. This belief resulted in the formation of Bharti Foundation in 2000, the Group's philanthropic arm. Over the years, Bharti Airtel besides being one of the primary driving force behind the Foundation's activities in India has successfully extended its social initiatives to other markets as well. Today, the Foundation operates 254 schools as well as remedial centers and renders quality support to government schools, providing holistic education to over 61,000 underprivileged children in rural India. Bharti Foundation has also partnered with many globally renowned institutes to implement higher education initiatives.



# 2006

## **Bharti School of Telecommunication Technology and Management, IIT Delhi**



▲ *Sunil Bharti Mittal, Rakesh Bharti Mittal, Prof. Surendra Prasad, Director, IIT Delhi and Manmohan Singh, Hon'ble Indian Prime Minister at the inauguration of Bharti School of Telecommunication Technology & Management*

Bharti Foundation partnered with the Indian Institute of Technology (IIT), Delhi to set up the 'Bharti School of Telecommunication Technology and Management' at IIT Delhi. The institute was set up with the vision 'To develop telecom leaders through excellence in education and research'.

## **Satya Bharti School Program**

In **2006**, Bharti Foundation started its flagship initiative 'Satya Bharti School Program' for providing quality education for free to underprivileged children with a special focus on girl child in rural India. Presently, 254 Satya Bharti schools are impacting over 40,000 children.



▶ *Satya Bharti School in Punjab*

# 2009

## **Bharti Centre for Communication, IIT Bombay**

Bharti Centre for Communication was set up in association with the Indian Institute of Technology (IIT) Bombay for research in Communication technology.



# 2010

### Airtel Africa's 'Our School' programme

In **2010**, Airtel Africa introduced its flagship programme 'Our School', a school adoption initiative. It aimed at improving the quality of education imparted to children from underprivileged communities. Since its launch, the Company had adopted 45 rural primary schools across 17 African countries which cater to more than 24,500 children.



▲ Airtel Africa is opening doors to a brighter future for underprivileged children

### Bharti Institute of Public Policy, ISB Mohali

Bharti Enterprises partnered with Indian School of Business (ISB) to set up 'Bharti Institute of Public Policy' (BIPP) in **December 2010**. ISB signed a MoU with The Fletcher School of Law & Diplomacy, Tufts University, USA to set up the institute at ISB's campus in Mohali.



▲ Rakesh Bharti Mittal (third from left); Kapil Sibal, Hon'ble Union Minister for Human Resource Development (second from right) with the representatives of Indian School of Business (ISB) and Fletcher School of Law & Diplomacy, Tufts University (USA) at the signing of MoU for setting up Bharti Institute of Public Policy

# 2013

### Satya Bharti Learning Centres

In **2013**, Bharti Foundation started 'Satya Bharti Learning Centres' for conducting remedial learning programme in close partnership with 'Educate A Child' - a global initiative launched by Her Highness Sheikha Moza bint Nasser of Qatar. The programme aims at bridging the learning gap for out of school children and mainstream them into regular schools. Under the initiative, over 800 government schools have so far been covered benefitting over 20,000 children.



▲ Class in progress for out of school children



## BATS FOR THE UNDERPRIVILEGED



### Satya Bharti Quality Support Program

In **2013**, Bharti Foundation began 'Satya Bharti Quality Support Program' which aims to take best practices in schooling from the Satya Bharti Schools to government schools for improving the overall quality of learning experience for students through need-based interventions. Over 12,000 children have benefitted from the programme through 25 schools till date.



*Remedial session in progress at a government school under Satya Bharti Quality Support Program*

## 2014 Satya Bharti Abhiyan

Bharti Foundation launched the 'Satya Bharti Abhiyan' in **August 2014**, an initiative to improve sanitation facilities in rural Ludhiana. With a commitment to invest up to Rs 100 Crore to be utilised over the next three years for the construction of toilets for households lacking such facilities in over 900 villages. As part of the initiative, Bharti Foundation is also investing to improve sanitation facilities in Government schools by building separate toilets for girls.



*Beneficiary of Satya Bharti Abhiyan in Ludhiana district*



## 2015 Nyaya Bharti

Started in **November 2015**, 'Nyaya Bharti', a first of its kind corporate initiative to help underprivileged undertrials languishing in jails across the country for minor offences. The initiative aims to assist them with legal and financial assistance and also promote awareness about every individual's constitutional right to legal defense. Working under the aegis of Bharti Foundation, 'Nyaya Bharti' is governed by a separate Board consisting of eminent persons headed by Justice A S Anand (Retired Chief Justice of India) to provide oversight and guidance to the initiative.



*(From left to right) Rakesh Bharti Mittal; Sunil Bharti Mittal and Vijaya Sampath, Senior Partner, Lakshmikumaran & Sridharan at the launch of Nyaya Bharti initiative in New Delhi*





# Did you know



Airtel's signature tune, composed by A R Rahman, is the world's most downloaded mobile music with over 150 million downloads.

Bharti Airtel's subsidiary Bharti Infratel has the distinction of erecting the highest GSM tower in India at the historic Qutak Gompa in Leh region. The tower stands at a height of 11,645 feet.

Bharti Airtel's mobile networks carried over 1.23 trillion minutes of calls and over 333 petabytes of data in FY 2014-15.

The world's first ever audition for an entertainment programme on a mobile service happened on Airtel's network. 'Indian Idol' aspirants dialed 646 and recorded their songs to gain an entry into the popular singing reality programme.

Airtel India's e-bill initiative saves 24,000 trees per year.

It took Bharti Airtel just 83 days to build its network in Rwanda, which was the fastest greenfield launch in history of Sub-Saharan Africa.

In 2002, Sunil Bharti Mittal got into an unusual bet of US\$ 50 with Craig Barret, Intel Chairman – "When would mobile take over fixed line numbers in India." Barret predicted 2007 to be the year when transition would happen, a year ahead of Mr Mittal's prediction of 2008. Sunil Mittal lost the bet as the landmark year turned out to be 2006 (well before even Barret's prediction!). But this was one bet, Mr Mittal admits, he loved to lose.