

The in-house magazine of Bharti Enterprises

# bharti TODAY

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Delighting India with  
**Global Tastes**  
Innovation beyond imagination

## CHAIRMAN'S NOTE



Dear Colleagues,

**A**s we continue to pursue excellence in telecom, our Group's core business activity, we are also equally focused on the growth of our diversified business portfolio. I am pleased with the steady progress, our agri-venture FieldFresh Foods has made in living up to its vision of being 'the most trusted and innovative provider of branded fresh vegetables and processed foods.' Emphasis on quality, innovation and modern farm practices has enabled the company to successfully establish *Del Monte* and *FieldFresh* as leading brands in their respective categories. While the former has become one of the fastest growing food and beverage brands in the country, the latter is currently partnering over 4000 farmers in different regions to improve quality and productivity to ensure global acceptance.

It's really a matter of pride for us to serve over 300 million customers across our operations which includes mobile, fixed line & DSL, and DTH services - signifying a new peak in our business venture. In Nigeria, the Company crossed a major landmark recently when the market regulator Nigerian Communications Commission (NCC) formally recognised Airtel as the second largest telecom operator in the country. I am truly touched

by the faith shown in our brand in these extremely competitive markets.

The initiative taken by Bharti Infratel and its business partner to distribute surplus power from green energy facilities located near the telecom towers to local communities is a commendable one. It shows the sensitivity of our Group Companies towards delivering a positive impact on society through their innovative business models.

As we endeavour to consolidate our leadership in telecom, we will continue to scale up our position in other businesses as well to enable the Group to create a transformational impact wider in scope and benefitting an ever increasing number of customers and stakeholders.

Best wishes,

A handwritten signature in black ink, reading 'Sunil Bharti Mittal'.

Sunil Bharti Mittal

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Sunil Bharti Mittal, Co-Chair, World Economic Forum Africa 2014 (second from right) with other Co-Chairs of the event in Abuja (Nigeria)

**Bharti Airtel** won the Top Operator (Cellular), Top Operator (NLD), Top Operator (ILD) awards at the ICT (Information and Communication Technology) Business Awards 2013 in Delhi.

**Bharti Airtel** bagged the Bronze Award at the Effie Awards 2013 held in Colombo for its 'What's inside your smart phone' campaign in Sri Lanka.

**Bharti Airtel** won the Kalahari Award 2014 at the 4th MobileMoney Expo in Lagos, Nigeria.

**Airtel Ghana** received awards for the 'Best Mobile Money Service of the year,' and 'CSR Company of the year' at the Ghana Telecom Awards 2014.

**Bharti Airtel** was assigned BBB - with a 'Stable' outlook rating by Standard and Poor's Rating Services (S&P) in March 2014. All three major rating agencies - S&P, Moody's and Fitch have issued a stable investment grade to the company.

**Bharti Infratel** was conferred with 'Amity Telecom Excellence Award' for being the 'Top Telecom Towers Company of the Year 2013.'



Sunil Bharti Mittal with H.E. Dr. Jakaya Mrisho Kikwete, President, United Republic of Tanzania

**Centum Learning** received 'Certificate of Excellence' at the 2nd Bihar Innovation Forum (a joint initiative of the Government of Bihar and World Bank).

**Centum Learning** featured in 'Training Outsourcing Companies Watch List, 2014' for the sixth consecutive year.

**Centum Learning** won Runner Up award from National Skill Development Corporation (NSDC) for Best Practice Recognition 2013 in the 'student enrollment' category.

**Bharti AXA Life Insurance** awarded the 'DMAi Silver Award' in the 'Financial products and services' category for its innovative 'Audience on Demand' media campaign for Bharti AXA Life eProtect.

**Bharti AXA General Insurance** was recognised as the 'Best Insurance Company in the Private Sector - General' by the World HRD Congress at the ABP BFSI Awards, 2014 in Mumbai.

**Bharti AXA General Insurance** received the Excellence Award, 2014 from the Institute of Economic Studies in Bangalore.

**Bharti AXA General Insurance** won two social media awards - 'Best Integrated Marketing Campaign' and 'Best Viral Marketing Campaign' at the Youth Marketing Forum Social Media Awards 2014.



(Left-Right): Segun Ogunsanya (CEO and MD, Airtel Nigeria), Sunil Bharti Mittal and H.E. Paul Kagame (President, Republic of Rwanda)



# DELIGHTING INDIA WITH GLOBAL TASTES

## INNOVATION BEYOND IMAGINATION

Incorporated in 2004 FieldFresh Foods, a Bharti joint venture company with Del Monte Pacific, has gradually evolved towards a two planked business model that not only seeks to connect Indian food lovers with international cuisines but strives to link Indian farms with the global fresh vegetable market. Constant focus on product innovation in the processed food segment and introduction of modern practices in Indian farms has enabled the Company to make its mark in both segments.

Jalpa Solanki, a BPO analyst developed a liking for pasta, on her recent trip to Rome. Being a cooking enthusiast, she planned to prepare the dish for her friends at home. As one of her friends gorged into the preparation, she remarked, "It tastes so original, seems we are in Italy. Have you brought the ingredients from there?"

To everybody's surprise, Jalpa pointed out that all items were

available in the local market, thanks to Del Monte's wide offerings in Italian cuisine.

She is one of the many Indian foodies whose love-affair is no longer restricted to local cuisines. Rising disposable incomes and increasing exposure to international cuisines have prompted food lovers to diversify their interests. A spur in demand for authentic international flavours has created space for a

whole new segment in the processed food category in the country. Exponential growth in Quick Service Restaurants (QSR's) and multi cuisine eateries is a result of this evolving consumption pattern.

Chefs in India are successfully delivering the unique global recipes to their patrons in original flavours, thanks to Bharti's joint venture with Del Monte, which carries a 100 years' legacy in processed food and beverages





Our innovation and R&D led approach along with our abiding interest in tracking customer's tastes on a regular basis have enabled *Del Monte* to emerge as one of the preferred processed brands in India. In the fresh category, we have not only established *FieldFresh* as a reliable supplier of quality products in the international markets but also have been making a transformational impact on the lives of partner farmers through our contract farming programme in Punjab, Maharashtra and Andhra Pradesh.

- Rakesh Bharti Mittal,  
Chairman, FieldFresh  
Foods and Vice Chairman,  
Bharti Enterprises



segment. Starting operations in 2008, the JV has established itself as the preferred option for customers in different segments.

Identifying the growing affinity of Indian food lovers towards international cuisines especially Italian and Chinese, Del Monte offers an extensive range of ingredients in these segments. So, not only professional chefs but cooking fanatics like Jalpa are also replicating the authentic flavours at home. As part of its Italian range, Del Monte offers 11 types of pastas, green and black olives and an array of delectable pasta sauces to replicate the tastes straight from the Italian streets. To tickle the taste buds of Chinese cuisine lovers, the Company has introduced a range of sauces and vinegars like Red Chilli, Green Chilli, Schezwan, Red Chilli Vinegar, Green Chilli Vinegar, Sweet Chilli and Oriental sauce.

Living up to its global image, Del Monte's packaged fruits are sourced from different locations in the world. For instance, it gets Pineapple Slices and Fruit Cocktail from Philippines, Peach Halves and Apricot Halves from South Africa, Prunes and Cranberries from the US and Red Cherries from Turkey.

## STATE-OF-THE-ART MANUFACTURING AND R&D CENTRE

In November 2010, with an initial investment of over Rs. 115 crores FieldFresh Foods established a world class manufacturing and R&D centre at Hosur, Tamil Nadu for its Del Monte range of products. Spread across 21.4 acres, the state-of-the-art manufacturing facility not only produces fruit drinks and culinary products like ketchups, sauces and mayonnaise but also offers processing and packaging solutions for other culinary items - making it the first of its kind plant in India. The facility's R&D section houses an online laboratory and automated monitoring systems to focus on developing innovative products to cater to consumer's evolving taste patterns.



Rakesh Bharti Mittal at Del Monte's plant in Hosur (Tamil Nadu)

## DIFFERENTIATION THROUGH INNOVATION

Del Monte has quite successfully lived up consumer taste in established categories like ketchups too. It introduced two uniquely flavoured offerings - Zingo and Twango - lending variety in the category. While the former offers a sweet and spicy blend of Red chillies, Red Bell Pepper, Garlic and Ginger, the latter is a tangy and fruity sauce, combining tomato with pineapple.



Packaging innovations have been Del Monte's forte since its first products rolled into the market. It is one of the first brands in the country to introduce 'can packaging' in fruit juice category. It is not only hygienic but environment friendly as well. The Company's easy to use 'pet bottle packaging' and other child friendly packaging options have also become a rage in the market.

## GLOBAL ACCEPTANCE

**C**ustomer centric approach, focus on innovation, emphasis on quality and quick turnaround time has enabled FieldFresh Foods to emerge as a preferred supplier of products like tomato ketchup, chilli sauce, mayonnaise, pizza sauce concentrate, pickles, etc. to leading Quick Service Restaurants (QSRs) like Dominos, Pizza Hut, KFC, McDonalds, Subway and Burger King not only in India but also in other countries like Malaysia, Indonesia, Thailand, Philippines, Singapore, Vietnam, Australia and China. Presently, over 2,200 leading hotels and restaurants, etc. across these markets make their patrons taste globally popular dishes thanks to their partnership with FieldFresh Foods.

## LINKING INDIAN FIELDS TO GLOBAL KITCHENS

**I**ncorporated in September 2004, FieldFresh Foods has ushered in a big change in farm practices and productivity in the regions it is present in. From a time when farmers were focused only on traditional crops like wheat, rice and sugarcane in states like Punjab, Maharashtra and Andhra Pradesh, they have diversified into new categories like baby corn and sweet corn among others. Today, over 4000 partner farmers in these states who cultivate 7000 acres in association with the company vouch for the transformational impact FieldFresh has left on their lives.

### Shorter cycles bigger returns

FieldFresh's contract farming programme encourages diversification to short cycle crops such as baby corn, chillies, snow peas, etc. For instance, in baby corn's case the crop cycle runs for about 60-80 days and provides better returns to farmers with an income improvement of over 25-30% per acre as compared to traditional crops. Technology transfer and latest farming practices from FieldFresh has enabled farmers to receive GlobalGAP certifications, which in turn has helped increase daily export volumes to nearly 300,000 fresh baby corn cobs or 5 MT per day, which reach the shelves of the leading UK retailers including Tesco, Sainsbury's, Asda, etc within 3-4 days of it being harvested.



*Baby corn processing at ACE packhouse*

## AGRI CENTRE OF EXCELLENCE (ACE)

**F**ieldFresh Foods established the Agri Centre of Excellence (ACE), a 300 acre facility in September 2006, with an investment of over Rs. 100 crores. Located in Ladhawal, a village situated about 20 kilometers from Punjab's industrial town Ludhiana, the facility is an integrated R&D farm, meant to establish and share the latest technology and transfer best practices in agricultural activities to partner farmers. The

state-of-the-art infrastructure covers poly houses, glass and green houses, net houses spread over 20 acres. Similarly, 110 acres have been dedicated to micro irrigation test and control. An extensive area is under nursery trials where 20 different crops under cropping cycles, with 200 varieties, are currently being tried. The Centre also has about 210 acres of open cultivation.



*Okra (Commonly known as Lady's finger) harvesting in net house at Agri Centre of Excellence, in Ladhawal (Punjab)*





Rakesh Bharti Mittal along with other board members of FieldFresh Foods at the 150 acre (commercial and R&D) Banana farm near Baroda in Gujarat in January 2011

## PRICE & PICK-UP (P&P) GUARANTEE PROGRAMME

FieldFresh's 'Definite Pick-up and Assured Returns' have transformed the lives of farmers. This contract farming programme protects partner farmers from the vagaries of market fluctuations. Their stocks are lifted and paid for on time even under difficult circumstances. As an aggregator, FieldFresh can manage the supply and market risks with greater

financial strength, as compared to an individual farmer.

The P&P programme has enabled FieldFresh to earn the trust of farmers through the clause of assured payment in 15 days and allowed the Company to emerge as one of the preferred partners for enhancing agricultural productivity for farmers in these regions.



**When it comes to product innovation and quality, I believe Del Monte holds the edge.**

- Devinder Chawla,  
President - Foods, Big Bazaar



**The key to FieldFresh Foods success in the processed category lies in its conscious desire to devise strategies based on the customer's evolving needs and taste patterns and our eagerness to experiment with modern technologies to create relevant differentiation. Our constant and deep engagement with farmers and our overseas customers has improved quality and productivity in the fresh segment.**

- Yogesh Bellani, CEO, FieldFresh Foods

### EXPONENTIAL GROWTH - EXPORTS TONNAGES & ACREAGES SOWN

Crop/Year	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14
Baby Corn (MT)	52	292	777	937	891	1224	1333
Other Products (Sweet Corn, Chillies, Peas, Beans, Herbs) (MT)	25	40	216	685	1084	1735	1798
Acres sown	235	1194	3031	3971	3971	4921	6701

### GENEROUS RETURNS

Crop	Average income / Acre	Crop Duration
Baby Corn	Rs. 15000-25000	50-80 Days
Legumes (Snow Peas, Sugar Snaps, French Beans)	Rs. 28000-35000	85-110 Days
Chilli	Rs. 80000-90000	7-8 Months

Innovative partnerships with farmers have been vital to FieldFresh's success in Punjab, Maharashtra and Andhra Pradesh. In the processed food segment too the Company aspires to reinforce its status as a trendsetter in globalising Indian palate through delightful new food offerings backed by global Research & Development.

# GOING BEYOND NETWORK CONNECTIVITY

Launched to power towers sites using renewable energy sources, Bharti Infratel's RESCO model is making a big impact on the local communities by ensuring distribution of surplus power among them while benefitting the environment.



*Authorised personnel delivering charged lanterns*



*Solar powered lanterns enabling shopkeepers to do business even after sun set*

If you are visiting Hardoi area near Lucknow, in Uttar Pradesh after a gap of a few years, the evenings will appear a little strange to you. Action in the local bazar continues even after nightfall—a big change from the times when everything used to shut down following sunset. Lack of power supply is no longer a worry as it used to be. It has been made possible because of Bharti Infratel's RESCO (Renewable Energy Service Company) model, which was primarily launched to run telecom towers in areas with erratic or no power supply.

**Thanks to such an innovative power supply arrangement, children no longer struggle with kerosene lit conventional lanterns to complete their school homework. Shops and other establishments continue their business even after dark.**





*LED lanterns allow children to study at night*

In July 2012, Bharti Infratel launched RESCO in partnership with Omnigrad Micropower Company (OMC). Under the pact, OMC's 17 micro power plants located at select locations generate power from renewable sources like solar to run telecom tower operations and distribute surplus power among local communities. Each micro power plant is capable of serving around 1500 households over and above its supply to the telecom towers in an environment friendly manner. Notably, powering just one tower with such clean energy results in an annual CO<sub>2</sub> emission reduction of 40-50 metric tons.

OMC delivers power at the doorstep of local people in the form of charged LED lanterns and charged battery units (locally known as 'bijli boxes') that supply electricity to charge phones, power fans and lighting systems. The LED lanterns run for about six-eight hours after being fully charged.

Thanks to such an innovative power supply arrangement, children no longer struggle with kerosene lit conventional lanterns to complete their school homework. Shops and other establishments continue their business even after dark. The initiative has immensely benefitted households near these power plants. On one hand it has lowered the dependence on erratic grid supply and on the other, created a new power source in remote off grid locations.

Currently, 10% of Bharti Infratel's telecom towers are situated in off grid areas and close to 35% of tower sites are based in locations, which receive less than eight hours of power in a day. Given the success of RESCO model in achieving over 99% network uptime and transforming the lives of people in the vicinity, it is only natural that the Company is keen to extend this successful partnership to other areas as well.



*Availability of power supporting basic household requirements in the local community*



# LEADERSHIP CONCLAVE 2014 – DUBAI

- 1) Chairman's address
- 2) Gopal Vittal, MD and CEO (India & South Asia), Bharti Airtel
- 3) (Left - Right): Rakesh Bharti Mittal, Akhil Gupta, Manoj Kohli, and Rajan Bharti Mittal
- 4) (Left - Right) Rakesh Bharti Mittal, External speaker and globally renowned swimmer, Lewis Gordon Pugh and Sunil Bharti Mittal
- 5) Open house in progress
- 6) Christian de Faria, MD and CEO, Airtel Africa
- 7) Q & A session in progress







# BHARTI INTRODUCES NEW CODE OF CONDUCT

New Code developed taking into account the changed dynamics of today's operating environment.

**T**hanks to its pioneering initiative to introduce a Code of Conduct in 2005 and its unflinching commitment to live by it in letter and spirit, Bharti Group is today feted across the world for its high level of corporate governance, transparency, ethics, integrity and fairness in dealing with its stake holders - internal and external. The Group recently introduced a new and refreshed Code of Conduct (CoC) to make

the earlier manual more contemporary and in tune with the changing times.

Over the years the Group has not only diversified its business portfolio but entered new geographies to be present in 20 markets across the globe. It has struck successful partnerships with global investors like SingTel, Temasek and Qatar Foundation Endowment and runs joint ventures with global leaders like AXA and Del Monte. All these changes have driven the Group to a new level of operational complexity and scale. The environment too has undergone considerable change in terms of law and technology making it imperative to introduce a refreshed Code of Conduct. The new document outlines new values which are critical to maintaining highest standards of business ethics within the Group.

Group Ombudsperson's office is responsible for the implementation of this refreshed policy through necessary clarifications, guidance, training and monitoring mechanism. It applies to all employees, directors on the Board and Business Associates.



As we expand our presence in newer regions, there is an even bigger need to reestablish our reputation as a company with lawful and ethical conduct. We have consciously set the bar high on our commitment to being measured against the highest standards of business ethics.

- Sunil Bharti Mittal, Founder and Chairman, Bharti Enterprises



As people continue to raise the bar in performance levels, the Code will act as a guiding principle to ensure that success is achieved with integrity and transparency.

- Vijaya Sampath, Ombudsperson, Bharti Enterprises



# BHARTI AIRTEL RELEASES SECOND SUSTAINABILITY REPORT








New report outlines Company's progress in its sustainability programme from FY 2011-12 to FY 2012-13.

Last year, Bharti Airtel set a new benchmark in Indian telecom industry with the release of its first Sustainability Report. The Company released its second Report (2012-13) recently, which provides a detailed overview of its continuing initiatives and future plans in key areas like energy efficiency, waste management, customer service, digital inclusion, community engagement, etc. Though, India remains the primary focus of the Report, it also carries significant references to other operations in South Asia and Africa.



'Sustainability' is as much about securing a balance between economic priorities and environmental protection as promoting inclusion and empowerment in society. At Bharti Airtel, we have always believed in making sustainability an intrinsic part of our business agenda.

- Sunil Bharti Mittal, Founder and Chairman, Bharti Enterprises

-  **15.8%** reduction in CO<sub>2</sub> emission/terabyte in the network infrastructure
-  **4.7%** reduction in CO<sub>2</sub> emission per rack in Data Centre operations
-  **17%** reduction in customer complaints
-  **24%** increase in number of students and 18% in number of teachers in the last two years at Satya Bharti Schools
-  Over **50 Mn** customers serviced through e-bills, leading to saving of around 21,400 trees annually

\* All figures above are performance as compared to FY 2011-12



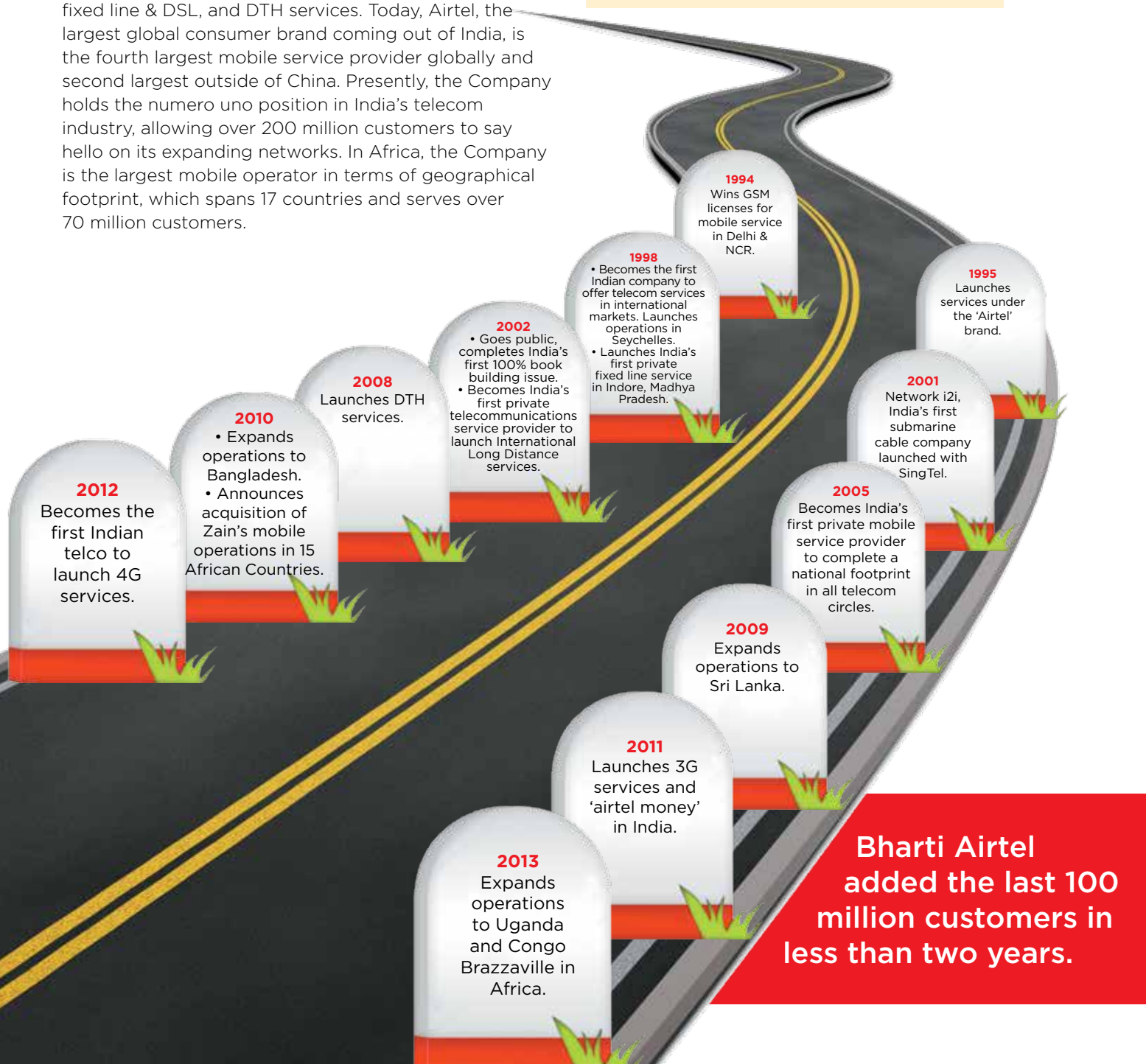
**Airtel crosses 300 million customers mark**

**Company hits new landmark across its global operations**

**E**ver since its launch in 1995, Airtel has always been at the forefront of introducing new and innovative services in tune with the changing times, which allowed subscribers to enjoy services at par with international standards. The Company recently crossed the 300 million customers mark across its operations – mobile, fixed line & DSL, and DTH services. Today, Airtel, the largest global consumer brand coming out of India, is the fourth largest mobile service provider globally and second largest outside of China. Presently, the Company holds the numero uno position in India’s telecom industry, allowing over 200 million customers to say hello on its expanding networks. In Africa, the Company is the largest mobile operator in terms of geographical footprint, which spans 17 countries and serves over 70 million customers.

**Airtel’s journey to reach 300 million customers**

Year	Customers (in million)
2009	100
2012	200
2014	300



**Bharti Airtel added the last 100 million customers in less than two years.**





**Bharti Airtel wins spectrum in efficient bands of 900 Mhz and 1800 Mhz**

**Acquires 115.0 MHz spectrum for a total consideration of Rs. 18,530 crores**

**B**harti Airtel won spectrum in premium bands of 900 Mhz and 1800 MHz in the auction concluded in February 2014. These acquisitions have come as a boost to the company's plans to roll-out high speed 4G networks in various circles using FD-LTE technology in the 1800 MHz band besides its existing TD-LTE roll-out in the 2300 MHz band, giving it a pan-India 4G footprint.

The initiative is in line with Bharti Airtel's strategy of building a robust network of the future and enhancing its leadership position in the fast growing data segment. To acquire the spectrum Bharti Airtel has made a payment of Rs. 5,425 crores, the balance will be paid in ten annual installments of Rs. 1,310 crores each, commencing in two years' time.

**Bharti Airtel renews outsourcing agreement with IBM**

**New pact based on Airtel's strategy to build in-house capabilities in line with its new IT vision**

**B**uilding on the 10-year association with IBM, Bharti Airtel has signed a new agreement with the US major to manage its IT infrastructure and application services in India over the next five years. Referred as the 'Next Generation Sourcing Model,' the partnership is based on Airtel's new IT vision which allows the company to develop in-house capabilities, offer greater flexibility to scale services and enable real-time responsiveness to changing market dynamics for a differentiated customer experience and greater organisational efficiency. Bharti Airtel and IBM have ongoing agreements to manage the former's IT infrastructure and services in all countries where it operates.

**Airtel 4G now available 'on the move'**

**Customers can now access most advanced wireless broadband service on their mobiles**

**D**ata savvy customers in Bengaluru, Kolkata, Ludhiana, Chandigarh, Mohali, Panchkula and Jalandhar can now experience 4G much the same way their global counterparts thanks to Bharti Airtel's initiative to launch the service on mobiles in these cities. Subscribers using Apple iPhone 5s or 5c, Xolo LT 900 and LG G2 (model D802T) devices just have to upgrade their existing SIM to a 4G SIM to start enjoying mobile internet browsing at electrifying speeds on the move. As customers shift to a 4G plan for a superior browsing experience, voice calls on 2G and 3G network can operate seamlessly with the circuit switched fall back (CSFB) technology, available in these devices.



**Enjoy TV shows on mobile**

**Airtel digital TV's initiative converts smartphones to pocket TV**

**Y**ou no longer require a television to enjoy your favourite TV programmes. You read that right! Thanks to Airtel digital TV's new mobile app which enables customers to watch their favourite TV shows while on the move. Known as Pocket TV app, it allows access to around 150 Live TV channels, over 10,000 hours of video content and 13 channels on anytime TV (the channels showcase all programmes aired over the last seven days allowing customers to watch shows which they may have missed) with a monthly subscription fee. Following the installation of the app, customers can activate the service by sending SMS to a service short code from their registered mobile number.





## **Airtel becomes the second largest telecom operator in Nigeria**

**Moves ahead of Globacom with 26 million customers**

**A**s per the latest report from Nigerian Communication Commission (NCC), the country's market regulator, Bharti Airtel has taken a leap over Globacom to emerge as the second largest telecom operator in Nigeria. Presently, Airtel serves over 26 million customers, representing 21% of the market share in the largest telecom market in Africa. Nigeria accounts for a major share of Airtel's customers in the continent today.



*Sunil Bharti Mittal addresses Airtel employees at the Townhall Nairobi, Kenya*



## **Airtel to train 6000 youth in Chad in ICT capabilities**

**Partners Government of Chad to roll out the initiative**

**A**irtel has joined hands with the Ministry of Secondary Education, Government of Chad to train 6000 youth in the country to enhance their information and communications technology (ICT) capabilities. The initiative, to be implemented over a two year period, is part of Airtel's efforts to create employment opportunities for youth through development of entrepreneurship. The training programme will comprise of theoretical and practical training sessions to equip participants with better skills to handle new challenges in building their businesses. The beneficiaries of the programme will also receive Airtel's support towards nurturing their projects.



## **Bharti Airtel drives NFC on Sri Lankan roads**

**Bharti Airtel provides communication backend to implement the system in bus ticketing machines**

**T**hese days, people travelling by bus in the Matara and Badulla regions in Sri Lanka are no longer required to carry cash to pay for their fares thanks to the NFC (Near Field Communication) enabled multi-functional payment systems employed in these vehicles. The e-bus ticketing facility is a card driven system which operates on 'tap and go' payment method. As the technology partner Bharti Airtel provides connectivity solutions wherein it links ticket generation with Point of Sale (PoS) through electronic banking system. Other partners in the project include Hatton National Bank (HNB), Sony Felica and Smart Metro, which provide banking solution, debit card and NFC systems respectively. While in Matara, the system is used in 225 long distance buses, in Badulla the technology is operational in 150 long distance and 1200 inter provincial and provincial buses.





**Bharti Airtel Lanka completes five years of operations**



*Suren Goonewardene, CEO/MD – Bharti Airtel Lanka lighting the lamp on the occasion*



**Airtel Bangladesh introduces ‘Online Airtel Experience Centre’**

**Web based initiative enables customers to experience real life customer service in virtual world**

**A**irtel customers in Bangladesh have one more reason to cheer as they can now access the ‘Online Airtel Experience Centre’ to experience self-care services over digital space and chat directly with customer service representatives. Accessible through the web portal of Airtel Bangladesh, ‘Online Airtel

Experience Centre’ is a 3D animated virtual centre where the customers are required to create a one-time profile to enjoy customised services. This first of its kind initiative in telecom is in line with Airtel’s continuous efforts to innovate and redefine customer service experience in the country.



*Gopal Vittal, MD and CEO (India & South Asia), Bharti Airtel (third from left; first row) with the leadership team of Airtel Bangladesh during his visit to Dhaka*



**20 million cheers for Hike Messenger**

**Five million users added in the last three months alone**

**B**SB's hike messenger has emerged as one of the fastest growing instant messaging applications around. Born out of India, its user base has soared to over 20 million in just 18 months of its global launch in December 2012. The application has added over five million users in the last three months. Presently, over 80% of its users are under the age of 25 signifying Hike's growing popularity among the youth. Adding to its bouquet of innovative features, Hike has introduced two unique services – 'Big File Transfer' that enables users to

**BSB injects fresh funding of \$14mn in Hike**

Following the sharp rise in Hike's subscriber base, BSB in April made an additional investment of US\$ 14 million into the vertical. The funding is expected to give Hike's overall growth and operational strategy a timely boost.

share any file format up to 100 MB in size – surpassing attachment limits applicable to all instant messaging applications and even email services and 'Hidden Mode,' an industry first feature that helps users to keep their private chats hidden from others.



**Bharti AXA GI plans to expand to smaller cities**

**Introduces new products to enhance appeal**

**N**ow people living in cities like Nanded, Jabalpur, Rourkela, etc will soon have access to services from Bharti AXA General Insurance as the Company plans to deepen its reach in smaller cities. The Company is planning to open 29 more branches during the year. The Company is also implementing a multi-pronged approach to expand its presence in motor, retail and health insurance segments. For instance, in the motor insurance segment Company

plans to introduce new products, subject to necessary regulatory approvals which offer customised solution to vehicle dealers. Similarly, in the health insurance segment, the Company plans to file for two new products – SmartSimple Health Insurance aimed at wider penetration of health insurance and SmartSuper Health Insurance targeted at High Net worth Individuals (HNIs) which offers a comprehensive policy with additional benefits.



**Centum to train 50000 youth**

**Skill development project initiated as part of Government's STAR Scheme programme**

**T**aking a big leap in skill development and vocational training space in the country, Centum Learning is currently rolling out Government of India's flagship Programme Standard Training Assessment and Reward (STAR) scheme. As part of the initiative, Centum has worked with National Skills Development Corporation (NSDC) to design and conduct courses in different streams. Centum is conducting these training programmes across several states in collaboration with industry bodies and organisations to train over 50,000 candidates to serve different sectors like retail, telecom, gems & jewelry and automobile.



*Training session on skill development in progress*





# In Focus

**Raj Jain,**  
MD & CEO, Bharti Retail

**A** veteran of the FMCG and retail industry, Raj Jain enjoys golf, loves travelling and experiencing new cultures. He is truly a man with varied interests. Having been with the Group for nearly seven years, he has successfully led Bharti's multi format retail operation over these years.

In his new role as the MD & CEO of Bharti Retail, he has a specific mandate to craft a new vision and direction for the Group's reconfigured retail business. It will be characterised by innovation and affordability with an aim to grow and serve middle class shoppers like no other retailer in the country.

Raj believes organised retail has huge potential to grow in the country. On comparing India with other emerging economies, he points out, currently India is behind Brazil and China by at least a decade. However, he is optimistic that the new government will take important steps towards introducing modern infrastructure, rationalising tax norms and skill development programmes – all critical enablers of modern retail. For him "The Customer" is the business leader "She will teach you a lesson every time you disappoint her," he avers.

Raj holds an Engineering Degree from Delhi University with an Executive MBA degree from the Kellogg School of Business. He attributes the reason for his professional growth to hard work, focus, ability to constantly look for new opportunities and adapt to changing business strategies. He also credits his 16 year stint in Unilever, where he began his professional career for equipping him with the right mix of skills, never-say-die attitude and discipline of execution. His favourite author is Charles Handy, the great British historian, philosopher and writer on business management and change.

You get a glimpse of his strong bond with the family when Raj says the best vacation for him is "to chill at home." Currently based in Gurgaon, he is married with two children.



**He has a specific mandate to craft a new vision and direction for the Group's reconfigured retail business. It will be characterised by innovation and affordability with an aim to grow and serve middle class shoppers like no other retailer in the country.**

# GIVING WINGS TO THEIR DREAMS

Bharti Airtel's efforts to groom football talent among underprivileged children

**A** loud cheer from the die-hard football fans greeted D Kanadoss as he entered the room for a press conference before flying off to Rio de Janeiro in Brazil to lead the Indian team in the 2014 edition of Street Child World Cup. About a year ago Kanadoss used to do odd jobs at railway stations and lived on streets. He ran away after his father's second marriage fearing ill-treatment. Never in his dream did the 16 year old thought that he would someday become so popular and go on to captain India in his favourite sport. Thanks to Bharti Airtel, the Indian team for the

event comprising of nine orphans and homeless boys travelled to Brazil considered by many as the 'Mecca of Football' and also the host for this year's FIFA World Cup. Supporting the Indian team for the Street Child World Cup is yet another effort from Airtel to nurture young football talent over and above the extremely popular Airtel Rising Stars Programme, the under-16 soccer talent hunt across Africa and South Asia, which offers promising youngsters a lifetime opportunity to attend a week-long training camp at the famous Manchester United Soccer School.



**Address your contributions, thoughts and suggestions to:  
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