

The in-house magazine of Bharti Enterprises

# bharti TODAY

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## **AIRTEL** **B2B** The Invisible Multiplier

Airtel Business's constant focus on developing services based on needs of enterprises has enabled the company to emerge as a leading strategic business partner in ICT space.

# “Offering technical edge to enterprises”



Dear Colleagues,

Looking back, I am often amazed by the way mobile telephony has evolved over the years from a ‘voice only’, primarily Business2Customer (B2C) entity, to an increasingly ‘data centric’ one. Another dimension of the transformation lies in telecom companies’ new role as ‘communication and technology solutions providers’ to enterprises to help enhance their productivity and effectiveness. Though B2C services still continue to be the pivotal force behind the growth of telecom, B2B has of late emerged as an important driver of expansion. Advent of new technologies and convergence therein, and constantly evolving business models are fuelling demand for these solutions.

From plain vanilla connectivity to network integration, managed services and cloud, Bharti Airtel is today offering a wide portfolio of services to different business verticals and government departments. Bharti Airtel’s B2B segment was formally given a unified face in India in 2012 with the launch of ‘airtel business’ to cater to our enterprise customers located across the globe. Over the years the business vertical has emerged as a key element in Airtel’s growth strategy. A strong customer base consisting of 2000 Indian and MNC enterprises along with 500+ carriers and service providers around the world is a clear testimony of our credibility and market leadership.

I am quite proud of the way Bharti Infratel’s ground level operational teams acted swiftly and in a co-ordinated manner towards restoring telecommunication services in Odisha when the Company’s tower infrastructure was severely damaged by Cyclone Phailin. The Government of India too has also appreciated our efforts on this score.

It’s extremely gratifying to witness the growing popularity of our philanthropic initiatives among underprivileged communities in India and Africa. Having consolidated its presence across six states in India, with 254 schools and 39000 students, Satya Bharti School Programme is poised for its next phase of growth in the country. Further, ‘Our School’ Programme in Africa too has enhanced its presence in the continent in the last quarter adding two more new schools in Nigeria and Rwanda taking our total count to 40.

We are committed to scale up our philanthropic initiatives on the two continents in line with expansion of our business interests in these regions.

Best wishes

Sunil Bharti Mittal

## Contents

|                              |    |  |    |
|------------------------------|----|--|----|
| Chairman’s Note              | 2  | Bharti to Implement New Organisational Structure | 12 |
| Awards & Recognitions        | 3  | Group News                                       | 14 |
| Demystifying Airtel Business | 4  | Dreams Come True                                 | 18 |
| Quick Off the Block          | 11 | In Focus   | 19 |
|                              |    | New High in Corporate Transparency               | 20 |

## AWARDS & RECOGNITIONS

**Bharti Airtel** ranked first in Brand Equity's Top 50 Service Brands in India. The survey also positioned the company at eighth place in India's Most Trusted Brands 2013.

**Bharti Airtel** ranked fourth in financial transparency among 100 multinational companies in emerging markets, according to a study conducted by Transparency International.

**Bharti Airtel** is assigned Baa3 issuer rating by Moody's Investors Service. This is the first time that Moody's has assigned ratings to Bharti.

**Bharti Airtel** is placed at the ninth position in Business World's Real 500 ranking.

**Bharti Airtel's my airtel app** won the 'Service Innovation 2013' Award at Aegis Graham Bell Awards 2013 for empowering customers to manage all Airtel services effortlessly from a single interface.

**Bharti Airtel** ranked 10th in LinkedIn India's Most InDemand Employers - 2013 list.

**Bharti Airtel** won the 'African Operator of the Year' Award at the CommsMEA Awards 2013.

**Bharti Airtel** has emerged as the only Indian company to be featured on the list of top ten global brands most admired in Africa, according to a new survey conducted by African Business. The study positioned Airtel in the ninth place with a 30% growth in its brand value.

**Airtel Uganda** won the 'Best Community Involvement and Development' Award under 'Education & Culture' category at the Uganda CSR Awards for 2013.

**Airtel Niger** bagged the 'Best Mobile Telecommunications Company' Award at the second Edition of the National Excellence Awards in Niger.



*Sunil Bharti Mittal addressing India Inc. at the Progressive Punjab Investors Summit.*

**Airtel Ghana** won the award for 'Telecoms company of the Year' - 2012 by the Chartered Institute of Marketing Ghana.

**Airtel Nigeria** has been named 'Most Innovative Telecoms Operator' and 'Best Customer Services Operator' in the country.

**Airtel Burkina Faso's Airtel Money 'M-Ligdi'** has won the award for 'Best Innovation' under 'Innovative Solutions' category at the 2013 edition of the National Internet Week.

**Bharti Infratel** awarded the 'Top Infrastructure Company' Award under the category of Telecom Infrastructure Development at the Dun & Bradstreet Infra Awards 2013.

**Bharti Foundation's** 46 Satya Bharti Schools have been recognised with the Design for Change award. It is an international recognition for community initiatives by children.

**Bharti AXA Life insurance's 'Direct to Customer Online Sales Platform'** has been selected as the most innovative and customer friendly initiative in the 'Mass Affluent' category at The Global AXA Innovation Awards.

**Bharti AXA General Insurance** has won the 'Finnoviti Editor's Choice Award 2013' for its 'Dedicated Claims Handler Service for Health Claimants.'



*Sunil Bharti Mittal, Co-Chair, India-Africa Business Council along with Hon'ble Commerce and Industry Minister Anand Sharma (second from right) at the 3rd India-Africa Business Council Meeting in Johannesburg, South Africa*

# DEMYSTIFYING AIRTEL BUSINESS



Through its intense focus on designing innovative technological solutions for different businesses, Airtel Business has gradually emerged as a trusted provider of ICT services to enterprises.

Every night at nine, Kartik Sinha, a salesman assigned to a multi-brand outlet, wraps up his work by sending an SMS from his mobile phone. The message containing his product-wise sales for the day, gets routed to the Company's central server, where it gets stored with similar messages from 1,000 other such salespersons from across India. The next morning everyone – from the marketing chief to category heads, from regional managers to branch managers – gets an auto generated email on the previous day's sales. Earlier, the brand's sales figures used to take few days or even a week to trickle in, now thanks to applications on handsets used by field force and back-end software solutions, it happens daily. This has effectively shrunk the decision making cycles, at all levels – from corporate and regional to state, with regard to stock management, point

of purchase sales promotion to near real time.

The case of Kartik's company is but one instance of how ICT solutions working at the backend are changing the face of traditional business processes effectively weeding out massive chunks of built in inefficiencies and helping deliver better value for the corporate and finally the end consumer.

Changing business models, aided by evolution and convergence of technologies have blurred the lines that once separated traditional telcos from the world of information technology.

Bharti Airtel undertook a major restructuring exercise of its business operations in 2011, under which the company created two separate business verticals B2C

(Business to Customer) and B2B (Business to Business). The later was established as a specialised division to serve: large corporate houses, government, small and medium business (SMB), and international carriers.

Today, Airtel Business provides much beyond core carriage. It provides end to end solutions and innovative products like mobile applications for business and ventured into Managed & Cloud services and Digital Media services in order to create value for its customers.

In 2012, Bharti Airtel rebranded its B2B vertical (Airtel Enterprise Services) as 'airtel business'. It has two segments:

1. Enterprise and Government
2. Global Business



# ENTERPRISE AND GOVERNMENT

**A**irtel Business excels in creating end to end solutions that comprise of seamless network connectivity, integration of office related or business applications with mobile handsets, tracking critical assets and resources, and other customised solutions to leading corporates.

Bharti Airtel has for long been a proud partner of some of the immensely transformational government projects in the country. One of the earliest projects handled by the business division then known as the Airtel Enterprise Services was TAXNET, which sought to connect 745 Income Tax Department offices in 510 cities through an optical fibre cable network in 2006-07. The project enabled 13000 employees of the Department to access centralised data base and solutions like video conferencing. The project ensured faster processing of returns and reducing the time cycles for refunds besides ultimately paving the way for e-filing of returns. Another well-known e-governance project managed in those early years was e-Gram in Gujarat that helped extend citizen services to the village level.

Unlike the early projects that primarily revolved around fixed line connectivity, today's projects involve extremely dynamic use of mobile connectivity and new



technology solutions, be it the application that helps traffic policemen access the central traffic server in the city from their mobile device to decide on the level of penalty on a traffic offender, or a municipal corporation official collecting outstanding property tax at citizens' door step by accessing details about individual properties from the corporation's central server through their mobile devices.

Though government continues to be a key focus area for 'airtel business', corporates constitute an important

target segment for the division. A rapidly expanding technology portfolio is clearly changing the service landscape as never before.



**Now enterprises demand single window solutions – from connectivity to network integration to managed services to cloud. This is where Airtel's B2B solutions, more commonly known as 'airtel business' is assuming importance as a strategic business partner in the enterprise technology solution space.**



## EXPANDING TECHNOLOGY PORTFOLIO

**M**obile Application Tool for Enterprises Platform, more commonly known as MATE, is a unique solution which enables mobile devices to become an integral part of a business network for an enterprise. The technology allows on-demand access to corporate data anytime anywhere on hand-held device safely, thus, allowing access to real time data which improves decision making and raises the level of efficiency.

### 99.9 PERCENT UPTIME

In 2009 Bharti Infratel adopted Airtel Business's access MATE to seamlessly monitor 22,000 towers spread across 18 states. The application established connectivity between all wireless and wired devices and translated data in a meaningful fashion. The system transmitted the data in real time for prompt action – allowing for smooth functioning of the network. The solution involved the deployment of 25,000 SIM powered sensor boxes at the tower sites that would sense minute changes in the normal functioning of a tower site (disruption in power supply, usage, fault patterns etc.)

and communicate the same to the Tower Operating Centre (TOC), using GPRS/SMS. The TOC in turn initiates prompt remedial action through on ground teams.

Along with a significant reduction in incidents of outage per site per month, the network uptime reached a high of 99.9% across Infratel's tower network. Accurate tracking of power usage across sites helped in optimising on power usage cost. Similarly, 50% reduction in field trips to tower sites and better asset management has resulted in lower maintenance cost. The real time response



**“The service from ‘airtel business’ provides a holistic service support incorporating real-time insights, process updates and our feedback.”**

**– BS Badrinath Head, Tower Operations Centre (TOC), Bharti Infratel Limited**

system has effectively reduced earlier turnaround time from a day to a few hours, sometimes a few minutes.

# DME AND BYOD

Airtel DME (Dynamic Mobile Exchange) is an important initiative towards making 'Bring Your Own Device' (BYOD) more effective. The service allows employees to bring their own devices like mobile, tablets, laptops, etc. to their workplace and helps integrate them with their enterprise's business network. The solution allows employees to access enterprise data from anywhere on a device of their choice, in a secure manner - thus enhancing the business productivity while meeting mobile data security requirements of the enterprise.



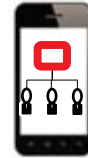
**SECURE EMAIL**  
COPY, FORWARD AND ATTACHMENT OF OFFICIAL EMAILS DISABLED



**CORPORATE APP STORE**  
TO KEEP ALL CORPORATE APPS SAFE



**DATA COMPARTMENT**  
DISTINCT COMPARTMENTS FOR PERSONAL & CORPORATE DATA



**REMOTE DEVICE MANAGER**  
WIPE CORPORATE DATA ON THE EMPLOYEES MOBILE

## Any-to-Any Enterprise Video

Imagine, you are in a meeting with your team discussing a future business plan, suddenly there is a need to involve a supplier who has no access to video system though he may have a mobile supporting video service. He can be easily roped in for the meeting via his mobile. This has been made possible through airtel's any-to-any enterprise video. The solution enables in setting up seamless connectivity between multiple stakeholders-clients, suppliers, teams, etc. Cloud is a critical element in this service. A cloud-based service makes video connectivity across geographies a reality.



## HAWK-EYE IN BANGLADESH

Monitoring the performance of their ever growing field force is steadily emerging as a challenge for firms. Airtel's Hawk-Eye, a modern tracking solution is making the lives easier for many company personnel engaged in the task of monitoring field staff in Bangladesh. The solution reviews parameters like attendance, task management, security, etc helping raise instant fact sheets. Medicon Pharma, one of the renowned pharmaceutical companies in Bangladesh has already opted for this solution. Another well-known name in consumer electronics - 'Walton' is already in the process of implementing this solution for its on-ground employees.

# AIRTEL AFRICA – EXPLORING NEW FRONTIERS IN B2B

**A**irtel Africa's state of the art network and global connectivity is helping it emerge as a leading ICT solution provider for business enterprises and governments across 17 markets it is present in the continent.

The financial sector has clearly emerged as a major beneficiary of Airtel's world class networks and service quality, be it in the form of ensuring smooth flow of banking information to customers, or ensuring microwave connectivity for bank ATMs and VISA Point of Sale (POS) devices located in the remotest areas of Africa.

Airtel offers 'packaged' solutions that help corporates to reduce

their overall connectivity expenses. The Company's bulk top-up allows corporate customers to top-up their employee prepaid connections at concessional rates. This is an efficient way of distributing airtime especially where a corporate has a widely dispersed and large workforce. Airtel Bulk Payment too has proved to be a safe and convenient way of transferring money to the beneficiaries, for instance, salaries for workers.

Another service garnering increasing popularity among start-ups and small businesses is 'Office in a Box' – a simple, affordable way to set up operation with phone and internet services virtually instantly anywhere. This simple setup service includes an airtel SIM, a desktop



phone and 3.75G wi-fi router capable of hosting up to 10 users. Airtel's International Leased Circuits offer a communication solution designed for corporate institutions to connect their operational branches located outside the country. The solution ensures smooth and reliable flow of data between the business applications for efficient running of business network.



## **BULK SMS**

**Malawi Electoral Commission (MEC) used the Bulk SMS service from Airtel Malawi to boost voter registration in the country. The service enabled citizens to receive important notifications on the schedule of voter registration and other related details in their mobile phones.**

**As per the agreement with MEC Airtel Malawi created an SMPP account for MEC that enabled them to send SMSs to people district by district through Base Transceiver Station (BTS) targeting, reaching out to a broader audience for increased coverage. This has seen the Commission benefit from reduced costs of disseminating information as well as saving time. This was a more efficient operation as compared to traditional means which was done by storming neighbourhood to neighbourhood via mobile vans announcements.**



## NXTRA DATA

**C**hanging business models, proliferation of mobile devices and new technologies like 3G, 4G and Cloud, etc, have not only resulted in an exponential rise in data use but led to a growing demand for data storage facilities among enterprises. According to Frost and Sullivan, Data centre colocation and managed services are expected to grow at over 20% CAGR over the next 5 years.

Airtel established Nxtra Data as a specialised subsidiary offering a bouquet of managed services and data centre services. The portfolio

includes: Co-location, Managed Services, Managed Hosting, Managed Back-up and Storage, Managed Security, Virtual Compute and Cloud. Nxtra Data currently operates eight Tier III/+ and ISO 27001 data centres across India comprising 1,63,500 sqft under management.

Presently, Nxtra Data has a customer base of more than 150 customers spanning industry verticals namely in Banking, Financial services and Insurance (BFSI), Manufacturing and distribution, Services, IT and IT Enabled Services, International Carriers and Media.



## GLOBAL BUSINESS

**W**e surf the internet, send e-mails to friends and colleagues abroad, talk to family members in foreign countries over the phone, book airline tickets and make banking transactions without actually realising the sophisticated technology infrastructure working at the back end that enables us to do all this. All this traffic is actually routed via submarine fibre-optic cables spread across intra and inter-continental routes.

In addition to its extensive international long distance infrastructure spanning across the globe. In addition, the company has direct terrestrial cables connecting China, Nepal, Bhutan and Bangladesh. These investments enable world class global and India connectivity enabling international calling and SMS delivery and data connectivity from one country to other via Internet or dedicated links leveraging cables under the sea or satellites orbiting the earth. Global Business offers wholesale solutions to almost all carriers, telcos, OTTs, content owners across the globe for their backbone requirements or for addressing the needs of their enterprise customers/retail consumers e.g. British Telecom (BT), Twitter, Facebook, Google, WeChat, AT&T, RIM, Etisalat, Telstra, PCCW, Microsoft and many others.



Neil Pollock (Fourth from left), Sarjit Singh Dhillon (Eighth from left) and Gopal Vittal (Tenth from left) with the team at the launch of Nxtra Data

## GREEN DATA CENTRE



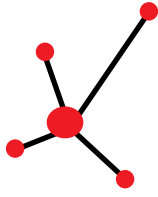
As part of the 'go-green' initiative at these centres, Nxtra has installed various solutions driven by solar power besides putting in place systems facilitating optimisation of energy and space. Water based chiller systems have been deployed to achieve maximum cooling efficiency, yet reducing the energy consumption. Similarly, Air Balancing Tool and Computational Fluid Dynamics (CFD) are used which help in optimising air flow.

Latest technology based modular UPSs are deployed at these data centres, which reduce power losses. Further, different ways are being currently explored to tap wind energy at some of these Centres. Nxtra's Green Data Centres reported 11% reduction on the GHG (Green House Gases) emissions in the year 2011-12.



**26**

Present in countries serving more than 500+ customers in the world



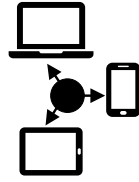
**50**

Countries' global network cover in 5 continents. The network runs across 225,000 Rkms



**18<sub>bn</sub>**

International long distance mins carried annually on the network



**26**

Cable systems running across the globe



**10**

Amongst top wholesale voice operators in the world



**50%**

of multilateral traffic for Nepal, Bhutan, Bangladesh and Sri Lanka is carried by Airtel making India a preferred IP transit hub

**Airtel's Global cable Infrastructure**

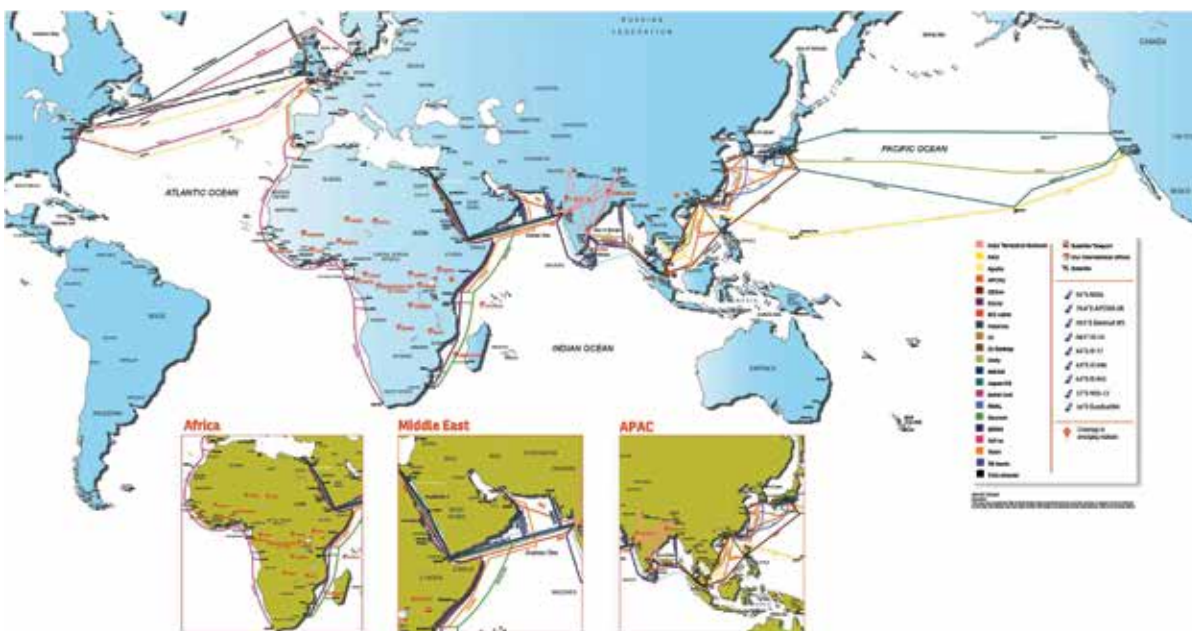
| Routes          | Cables                              |
|-----------------|-------------------------------------|
| India-ME-EU     | SMW4, IMEWE, EIG                    |
| India-Singapore | i2i, SMW4, i2i backup               |
| Atlantic        | TAT14, Hibernia, Apollo             |
| Singapore-Japan | AAG, APCN2, EAC, C2C                |
| Japan-US        | Unity, TGN, JUS                     |
| Africa          | Teams, EASSY, SEACOM, Mainone, WACS |
| Terrestrial     | China, Nepal, Pakistan, Bhutan      |

**'BT MEETME'**

British Telecom, a multinational telecommunications services company, headquartered in London, has a popular audio conference service 'BT Meetme' which allows people from over 55 countries to join a conference by dialing a local access number free of charge. BT partnered with Global Business for exclusive pan-India access to their audio conference platform. Under this deal, Global Business, enables callers across India to be able to access the BT conferencing service bridges located across the globe, via a common access number which is free of charge to the caller.

**STAY CONNECTED WITH A RELIABLE NETWORK**

280+ million subscribers | 4th largest mobile operator | Present in 5 continents covering 50 countries | Direct MNO reach | Investment of over \$ 500 mn



The emergence of Airtel Business as a leading player in ICT services has been possible because of its unrelenting focus on designing technology solutions based on needs of enterprises – government or private, big or small. Such an approach has allowed the company to widen its scope to serve different business verticals and develop innovative technology led services, enabling their clients to explore new frontiers in operational efficiency, business development, customer service to stay ahead of competition.



Balipadar tower site in Odisha after collapse (above) and after restoration (below)



Bharti Infratel collaborated with 'Aaina', a NGO in Odisha to provide relief materials to 200 families in the worst hit district of Ganjam



Letter of appreciation from the Government of India

# QUICK OFF THE BLOCK

Robust disaster preparedness practices and quick action taken by **Bharti Infratel's** ground teams on restoration of its damaged tower network led to a quick resurrection of communication network in the **cyclone hit Odisha** coast in October 2013.

**D**espite the early warnings from the Indian Meteorological Department Cyclone Phailin caused widespread destruction in Odisha and Andhra Pradesh. Odisha happened to be the worst affected by the cyclonic storm, which crossed the coast at over 200 kms an hour. Key infrastructures like power supply lines and telecommunication networks were the worst hit. More than 7,500 mobile towers were damaged in Odisha alone with close to 1000 towers of Bharti Infratel being affected.

With a combination of well-planned anticipatory actions and their effective execution, Bharti Infratel, played a key role in resumption of telecom services in the affected areas. These included asking the company's suppliers to store adequate diesel to ensure uninterrupted fuel supply to the tower sites, and dispatching DG Batteries and other important spares to the sites within 24 hours

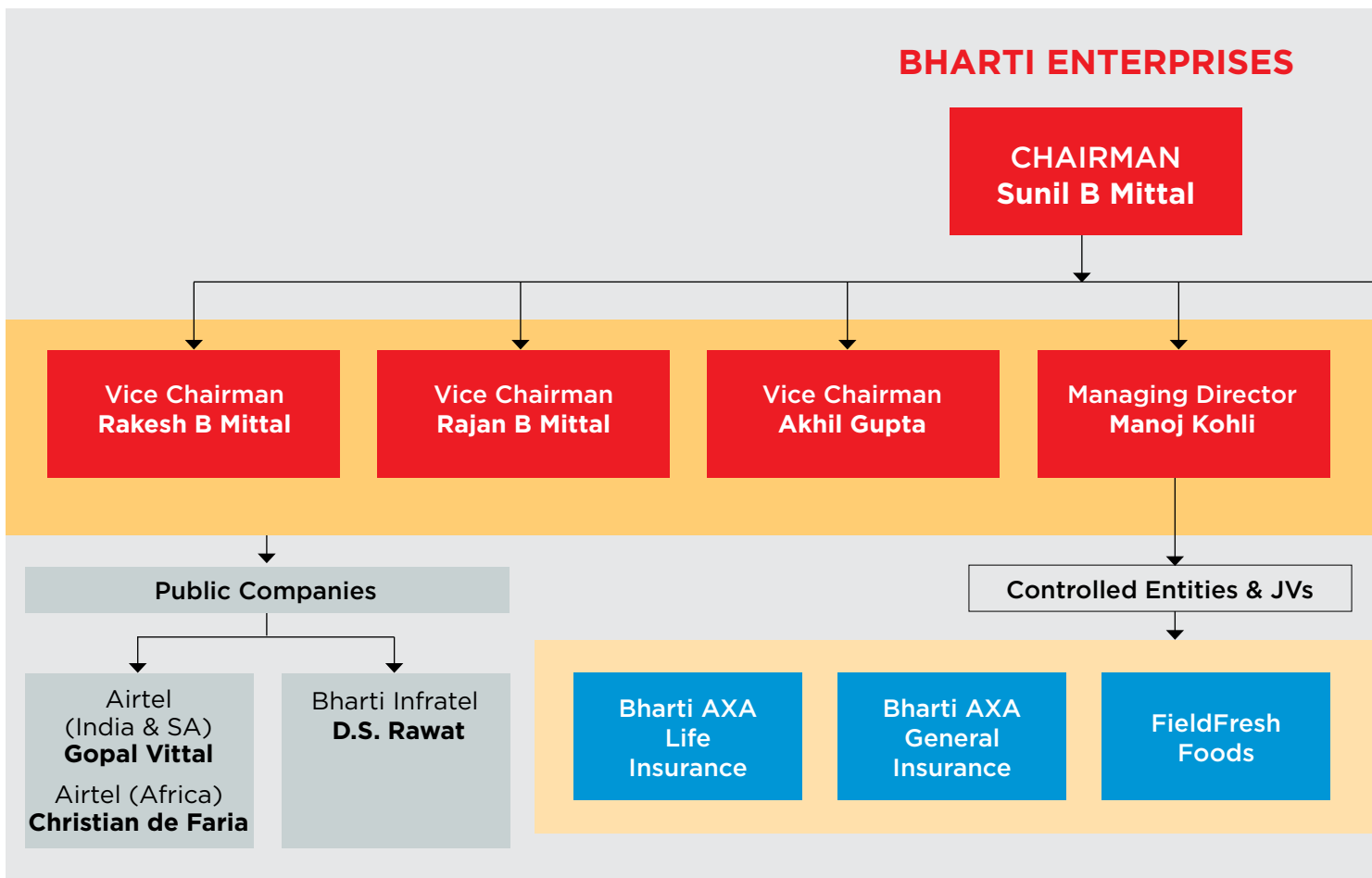
of the early meteorological warnings. In addition, quality engineers, technicians and diesel fillers were positioned near critical sites.

A 'War Room' was created to handle restoration operations and an alternative communication facility 'Call Tree' was initiated to transmit real time messages and alarms to Quick Reaction Teams located at vantage locations. The entire Leadership Team flew to Odisha to take stock of ground zero and fast track all decisions and approvals.

The calamity once again underlined the importance of mobile connectivity as the most important infrastructure facilitating relief and restoration work in the aftermath of a natural calamity. The Department of Telecommunications duly expressed its appreciation for Bharti Infratel's quick action to restore its tower network in the region.

# BHARTI TO IMPLEMENT NEW ORGANISATIONAL STRUCTURE

Initiative to strengthen corporate governance and support future growth



People empowerment and corporate governance have been two defining features of Bharti's journey spanning nearly four decades.

in-class governance. The new organisational structure will be effective from April 1, 2014.

Under the new structure, the Bharti Corporate Office will focus on the matters of governance.

Recently Bharti announced a new organisational structure to drive the Group's operations. As part of the initiative to implement the new set-up, the Group has transformed the roles and responsibilities of key professionals in various segments and established a new governing board to support its organisational objectives and ensure best-

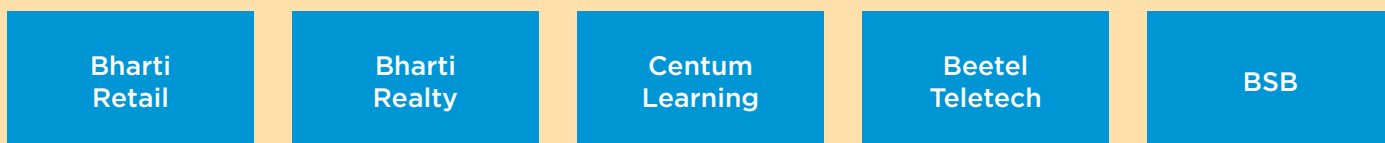


**“The new structure reflects the next phase of Bharti's growth journey, which has always championed the empowerment of its people and set high standards of corporate governance. This is another step towards transforming the group from entrepreneur-led professional-backed organisation to a professional-led entrepreneur-backed one.”**

- Sunil Bharti Mittal, Chairman, Bharti Enterprises Limited

## New structure to drive Airtel Africa operations

Airtel Africa will operate under a new organisational structure, effective from April 1, 2014. The company's operation will be clustered into four Strategic Business Units (SBUs) whose leaders will report to the MD & CEO-Africa, Christian de Faria. VG Somasekhar, currently serving as MD for Airtel Uganda, will become Executive Operations Director of the SBU clustering Zambia, Congo B, Malawi, Burkina, Niger, Chad, Madagascar and Seychelles. Similarly, Christophe Soulet will assume the role of Executive Operations Director of the second SBU consisting of Ghana, Kenya, Tanzania, Gabon, Uganda, Sierra Leone and Rwanda. Segun Ogunsanya and Louis Lubala will continue to lead Nigeria and DRC, the other two business units.



Sunil Bharti Mittal, Chairman, Bharti Enterprises and three Vice Chairmen - Rakesh Bharti Mittal, Rajan Bharti Mittal and Akhil Gupta, along with Manoj Kohli and four other senior leaders, will form the Bharti Governance Board (BGB).

Akhil Gupta will take over as Chairman of Bharti Infratel and Vice Chairman of Bharti Enterprises. He will also serve on Boards of other Group companies. Bharti Infratel's CEO DS Rawat will be elevated as MD and CEO and inducted into the Board of the company.

For professional and structured oversight of the non-listed group companies, a new position of Managing Director - Bharti Enterprises is being created. Manoj Kohli will step into the newly created position to lead the oversight of all non-telecom businesses of the Group. He will also be responsible for Business Development, Corporate and Shareholder Relations. In addition, he will serve on various Bharti Boards including Airtel and be the Chairman of Bharti Airtel International (Netherlands) BV

which owns Airtel's African operations. Christian de Faria will be promoted to MD & CEO (Africa) assuming full operational responsibility of the Africa operations.

Under the new structure, Bharti Airtel's Bangladesh and Sri Lanka operations are being brought back under South Asia operations. Gopal Vittal currently Jt. MD & CEO (India) will be the Managing Director and CEO (India & South Asia).



**Enjoy Twitter on Airtel Digital TV**

**First in industry to integrate social media with live television**

**A**irtel Digital TV customers can now view their tweets live on television screens. Airtel's partnership with Twitter now allows subscribers to be active on their loved social media platform even while enjoying their favourite TV programme away from their smart phones and laptops. To access the service, customers just need to press the green key on their Digital TV remote. Subscribers can easily close the Tweet window or resume the service any time by pressing same key again. What delights customers even more is the fact that no additional cost is



charged to enjoy this facility that seeks to merge two disparate mediums satellite television and internet. By bringing the Twitter to those who do not have access to internet, the initiative can potentially add a new dimension to the world of social media.



**Airtel offers free Facebook access in nine Indian languages**

**M**any Airtel subscribers can now access Facebook in their mother tongue. Prepaid customers can access Facebook, in Hindi, Bengali, Gujarati, Marathi, Punjabi, Tamil, Telugu, Kannada and Malayalam. The scheme valid for a limited period also comes with free data usage of up to 30 MB per month.



**Airtel 3G now available in Bangladesh**

**Technology to aid Bangladesh's efforts to usher an era of high speed data and extend Airtel's 3G portfolio to 17 countries across Asia and Africa.**

**A**irtel customers in Bangladesh have one more reason to cheer. They now have access to world class 3G services. The technology allows subscribers to enjoy high speed mobile internet, HD video streaming, file sharing and downloads at high speeds. Additionally, to promote the use of 3G services, Airtel has introduced 'pay as you go' data usage service at 2G rate. While 3G

data packs are available for as low as BDT 15 for 15 MB, Video calls between Airtel to Airtel customers cost just about BDT 1/min.

The technology will allow Airtel to capture a unique position in Bangladesh in the rapidly changing m-entertainment, m-health, m-commerce space.



*Christopher Tobit, CEO & MD – Airtel Bangladesh (Fifth from left), with his team at the Launch of 3G services in Bangladesh*



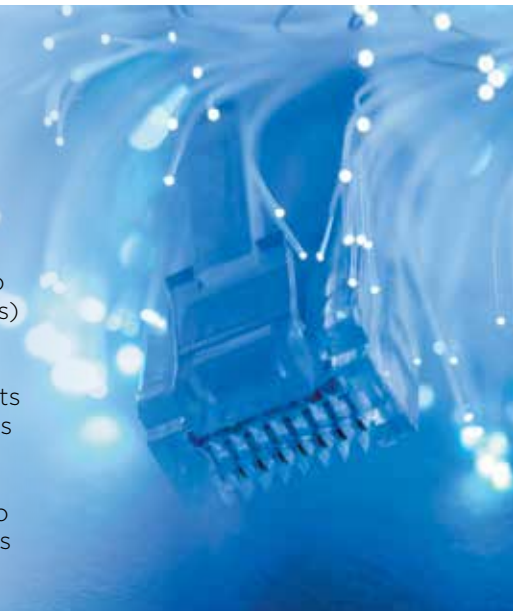
**His Excellency President Mahinda Rajapakse of Sri Lanka tweets from Bharti Airtel experience booth about the opening of the recently held Commonwealth Heads of Government Meeting (CHOGM) Business Forum 2013.**



### **Airtel introduces 'Africa Connect'**

**State of the art network system to enhance Africa's domestic and international connectivity**

**B**harti Airtel has launched an integrated fiber and satellite network to boost Africa's global connectivity. With 42 Points of Presence (PoPs) spread across 17 African countries, this state of the art infrastructure plays a key role in contributing to the growth of internet and data services in the region. The network also called 'Africa Connect' augments the international connectivity into Africa through next generation cables including SEACOM, Eassy, Teams, WACS, Globalcom1, SEAMEWE4, IMEWE and EIG in East, West and North Africa. The network connects with Bharti Airtel's landing station in Mumbai thereby allowing access to the company's terrestrial express connectivity into the SAARC countries and across the Pacific to the United States.



### **Airtel acquires Warid's Congo-Brazzaville operations**

**Over one million Warid customers in Congo-Brazzaville join Airtel's global network**

**W**ith an aim to strengthen its operations and improve its market position in Africa, Bharti Airtel has entered into an agreement with the Warid Group to acquire its business in Congo-Brazzaville. The pact marks Bharti's third deal with the Abu Dhabi based Warid Group. The former had earlier acquired Warid's telecom business in Bangladesh and Uganda. The acquisition makes Bharti Airtel the largest mobile operator in Congo-Brazzaville with a subscriber base of 2.6 million.



### **Airtel Africa joins Bridge Alliance**

**Initiative aims to improve telecom services and global connectivity for its 66 million customers**

**A**irtel Africa has joined Bridge Alliance, a leading mobile association of 14 telecom companies operating globally. The move helps Airtel improve its roaming and enterprise based solutions, for its subscribers present in 17 countries in the African continent. The company's India, Sri Lanka and Bangladesh operations are already part of this coalition, which serves over 500 million customers in the world. Customers of Airtel Africa now enjoy roaming data and voice services at competitive rates across geographies. Additionally, enterprise customers can track their mobile expenses and have access to seamless telecom connectivity worldwide.



## **Airtel partners Opera Software and Radio Express in Africa**

**Initiatives to strengthen credibility and enhance brand presence in the region**

**A**irtel Africa has entered into partnerships with Opera Software and Radio Express. The pact with Opera, a software application major, has enabled Airtel to introduce Opera Web Pass, which allows Airtel customers to subscribe to pay-as-you-go services. It offers a range of user-centric plans based on internet data usage.

The partnership with Radio Express, the California based audio company ensures that Airtel is able to strengthen its brand presence in the region. The tie-up has allowed introduction of two new shows – Airtel Music Express (in English) and Airtel Musique Express (in French) on local radio stations across 17 African countries, where Airtel operates.



### **Beetel introduces 'Retro phone'**

**Device marries modern day technology with vintage design**

**I**n a tribute to yesteryears rotary dial phones, Beetel Teletech (Beetel) has introduced the 'Retro Phone,' in a classic yet modern design. With the introduction of new technologies like push button and touch phones, revolving dial phones became extinct, long time back.

The system is equipped with a round digital dial and 3.5mm audio jack which allows customer to connect the device to a headphone, for a mobile like



experience. The phone is also fitted with a unique anti-theft alarm which intimates the user against any parallel use of the number.



### **Raj Jain to head Bharti Retail**

Bharti Retail has appointed Raj Jain to drive company's restructured operations, as new Chief Executive Officer (CEO). In his earlier role, he was working as Advisor to Bharti Enterprises. Before joining Bharti, he headed Walmart's India Operations and facilitated the establishment of the joint venture with Bharti in cash-and-carry space. In addition, Pankaj Madan has been appointed as Chief Financial Officer (CFO) of Bharti Retail.







*Classroom in progress at a Digital Hub set-up in Nakasero Primary School (Uganda)*



*Airtel adopts Primary School in Imo State (Nigeria)*



**Bharti Airtel joins hands with British Council**  
**Step is in line with Airtel’s CSR initiatives in Africa**

**T**hanks to the partnership between Bharti Airtel and British Council, over half a million teachers and learners in nine Sub-African countries are experiencing a step change in access to digital educational resources in their schools. As part of this three year agreement to improve access to high quality learning, Bharti Airtel is offering free 5 GB data download every month for 127 digital hubs located in Uganda, Tanzania, Kenya, Zambia, Rwanda, Sierra Leone, Malawi, Ghana and Nigeria.

Digital Hubs are educational centres which work on video conferencing mode. It connects teachers and learners around the world in a face-to-face mode through web-based connection. The initiative seeks to empower students to be more digitally enlightened and also enhance their competitiveness. The Hubs established in schools serve as ICT centres for teachers, students and wider communities.



**Bharti Airtel adopts schools in Nigeria and Rwanda**

**Total number of school under ‘Our School’ Programme initiative reaches 40**

**U**nder its Adopt-a-school, better known as ‘Our School’ Programme in Africa, Bharti Airtel has adopted two more schools. The school adopted in Amumara, Imo State (Nigeria) follows the revamped and commissioned schools in Lagos, Ogun and Cross Rivers state in the country. In Rwanda, the Company adopted a school in Busegera, Kigali. Furthermore, Airtel has decided to adopt a school in partnership with the Ministry of Education in the country every year.

As part of the programme, Airtel donates educational materials, organises teacher training programmes, besides undertaking other school improvement work to enhance the quality of education in these schools.



*Over 31,000 enthusiastic runners participated in 2013 edition of Airtel Delhi Half Marathon. The hugely popular marathon also attracted 78 corporates that fielded a total of 101 teams at the event*



*Airtel Ghana welcomed six students, pursuing MBA from Harvard Business School, (USA) to do their internship with the organisation. Philip Sowah, MD-Airtel Ghana (second left in suit and tie), with colleagues and interns*

# DREAMS COME TRUE



Shri Rakesh Bharti Mittal Sir,

Greetings!

I was filled with joy and excitement when I heard you will visit our Satya Bharti School in Jati Bhandu, Jodhpur. It will be a great honour for our school.

Now, I want to tell you about myself. I come from a very poor family. My father is a farmer and my mother works as a maid. They could not afford to send me to school. But I had keen interest in studies and wanted to go to school like other children in my village.

Soon, construction of a school began, near my house. I heard it was Satya Bharti School, which offers education free of cost. The news ignited my aspirations. My parents were extremely happy.

On my first day to school, I was highly curious: Who would be the teacher of our class, who will be my best friend, who will be my classmates, etc. I am coming to school regularly and attending all classes. To teach us, teachers are making a lot of efforts. I want to thank them for all the knowledge I have gained.

When I was in grade four, I found students who completed six grade go to other schools, as the school had no provision for education beyond this. When I graduated to fifth grade, I was uncertain about the future of my schooling. Luckily, village panchayat and school authorities ensured that the school could offer education up to eighth standard.

Every student here has a dream, I aim to become a navy engineer or pilot and protect my country. Studying here will allow us to pursue our dreams. I would request you to kindly take required the initiatives so that the schooling here is extended from eighth grade to either 10th standard or 12th standard.

Thank you!

Champaram  
Class - VII, Satya Bharti School, Jati Bhandu,  
(Shergarh), Jodhpur (Rajasthan)

*(Excerpts from the letter)*

12 year old Champaram's poignant welcome note on Rakesh Bharti Mittal's visit to the Jati Bhandu Satya Bharti School in Rajasthan highlights the impact the Programme is making among the beneficiaries. The note is a clear pointer to the 'connect' that Satya Bharti Schools have managed to build with the communities they are operating in.

## Education for the Bright & Needy at Cambridge

Supporting the cause of bright Indian students going abroad to pursue higher studies, Bharti Airtel made a one-time grant to the GBP 1.5 million Manmohan Singh Bursary Fund. Named in the honour of the Indian Prime Minister Dr. Manmohan Singh, the scholarship programme extends financial support to students who pursue undergraduate programmes at the University of Cambridge. Since the start of the programme in 2010, nine students have received financial assistance.



# In focus

**Christian de Faria,**  
Managing Director and CEO,  
Airtel Africa

**A** rich industry experience of over 30 years across multiple geographies and organisations along with fluency in five languages – Spanish, Portuguese, English, German and French, makes Christian de Faria a versatile man.

In his new role, as CEO of Airtel Africa, de Faria is responsible for providing overall leadership for the company's African operations. Having held several key leadership roles with different firms in the region, he is familiar with market dynamics and understands very well his responsibilities while driving Airtel's growth agenda in Africa.

De Faria believes Africa's youth centric population, relatively low mobile penetration and high potential for mobile commerce, offer huge scope for expansion. "If we invest prudently and offer services better than the competition, Africa offers big opportunities for long term growth," he avers. The initial challenge will be to formulate effective business strategies at multiple levels that will sustain growth in the long term.

He confidently says, "Despite being a young brand in Africa, Airtel has been ranked as one of the top 10 global brands in Africa and also awarded Africa's Mobile Operator of the Year Award for 2013. These recognitions are a testimony of the strong foundation, which Airtel has been able to build for the next phase of growth." He believes, "Having the largest footprint across Africa, we have a lot to offer towards improving welfare in the region through our services."

De Faria, a French national, holds a degree in Finance and Administration from Lycee Ozenne Toulouse, France. According to him, experience is his biggest teacher. He attributes the reasons for his professional growth to "hard work, perseverance, focus and respect" (for team members and colleagues).

You get a glimpse of his strong bond with family, when he says, "My mother is my life. She calls me just about every day to see how I am." Referring to an instance he says, "Once, I couldn't pick up her phone due to my busy work schedule, I got a call from the French Embassy asking if I was okay. My mother was trying to contact me."

**"Africa's youth centric population, relatively low mobile penetration and high potential for mobile commerce, offers huge scope for expansion."**



# NEW HIGH IN CORPORATE TRANSPARENCY

**Bharti Airtel ranked among top five in financial transparency**

Berlin based anti-corruption watchdog Transparency International has placed Bharti Airtel in the fourth position among 100 emerging market multinational companies, as part of a study on corporate transparency.

The study titled 'Transparency in Corporate Reporting: Assessing Emerging Market Multinationals' reviewed companies on three important parameters - reporting on anti-corruption programmes, organisational transparency and country-by-country reporting. The survey ranked the firms in a scale of 0-10, where 0 is least transparent and 10 is most transparent. The overall ranking, termed as index result, was based on the cumulative outcome in three categories.

Bharti Airtel scored 85% on reporting on anti-corruption programmes against an average score of 46%. Similarly, the score for organisational transparency was 75% versus the average score of 54% and for country-by-country reporting was at 34% against an average of 9%. The overall index result for the company was 6.4 out of 10.

## TOP 20 TRANSPARENCY INTERNATIONAL RANKING

|                              |                           |
|------------------------------|---------------------------|
| 1 Tata Communications        | 11 Saudi Basic Industries |
| 2 Tata Global Beverages      | 12 America Movil          |
| 3 Tata Steel                 | 13 Reliance Industries    |
| <b>4 Bharti Airtel</b>       | 14 Wipro                  |
| 5 Petronas                   | 15 PTT                    |
| 6 United Company Rusal       | 16 Tenaris                |
| 7 Tata Chemicals             | 17 Falabella              |
| 8 Mahindra & Mahindra        | 18 Sasol                  |
| 9 Tata Motors                | 19 Lenovo Group           |
| 10 Tata Consultancy Services | 20 Bumi Resources         |

**BHARTI AIRTEL SCORED**

85%

on **REPORTING ON ANTI-CORRUPTION PROGRAMMES** against an average score of 46%

75%

**ORGANISATIONAL TRANSPARENCY** against an average score of 54%

34%

**COUNTRY-BY-COUNTRY REPORTING** against an average score of 9%

6.4

**THE OVERALL INDEX RESULT FOR COMPANY**

Address your contributions, thoughts and suggestions to:  
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 E-mail: [corporate.communication@bharti.in](mailto:corporate.communication@bharti.in)