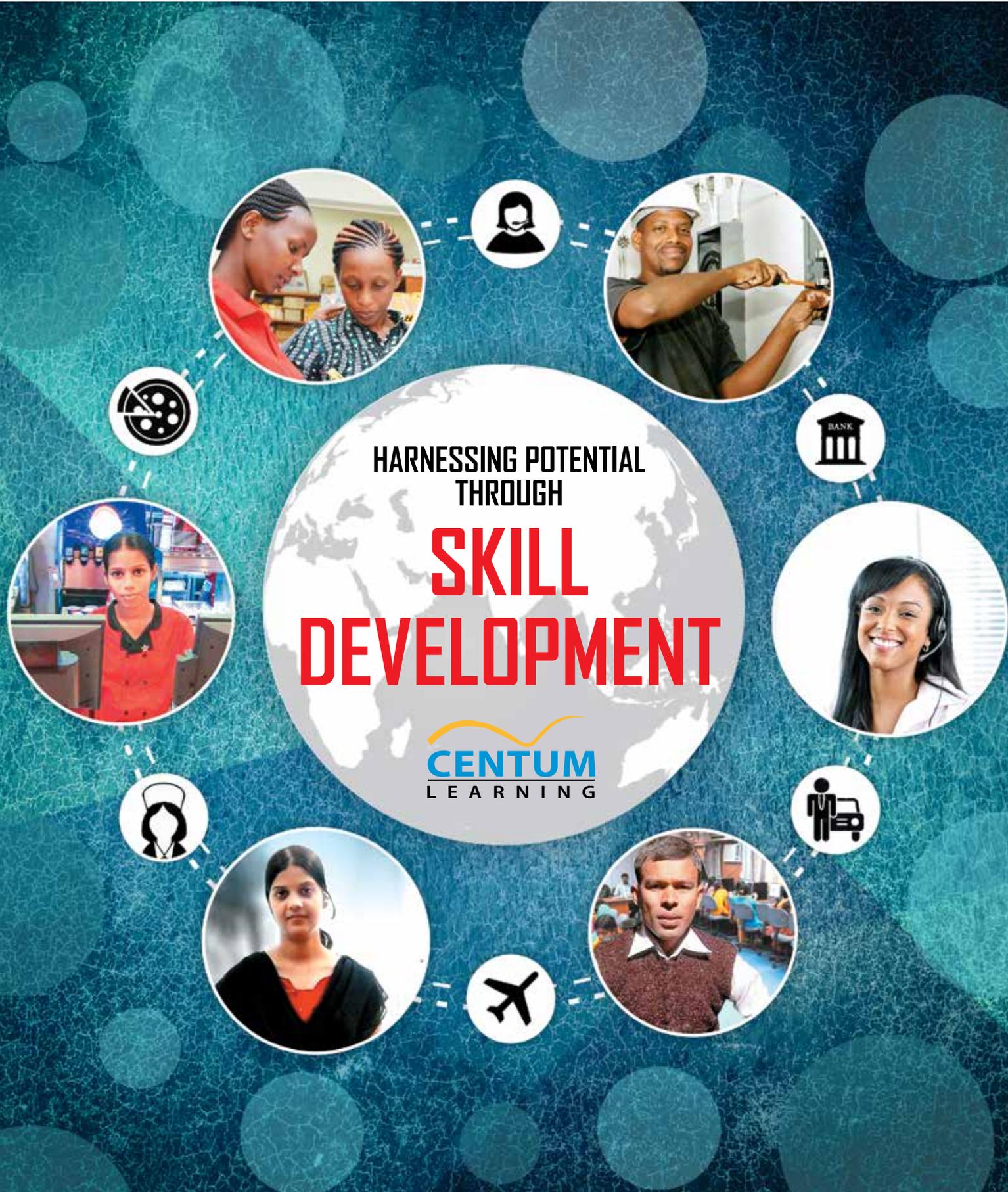


# bharti TODAY

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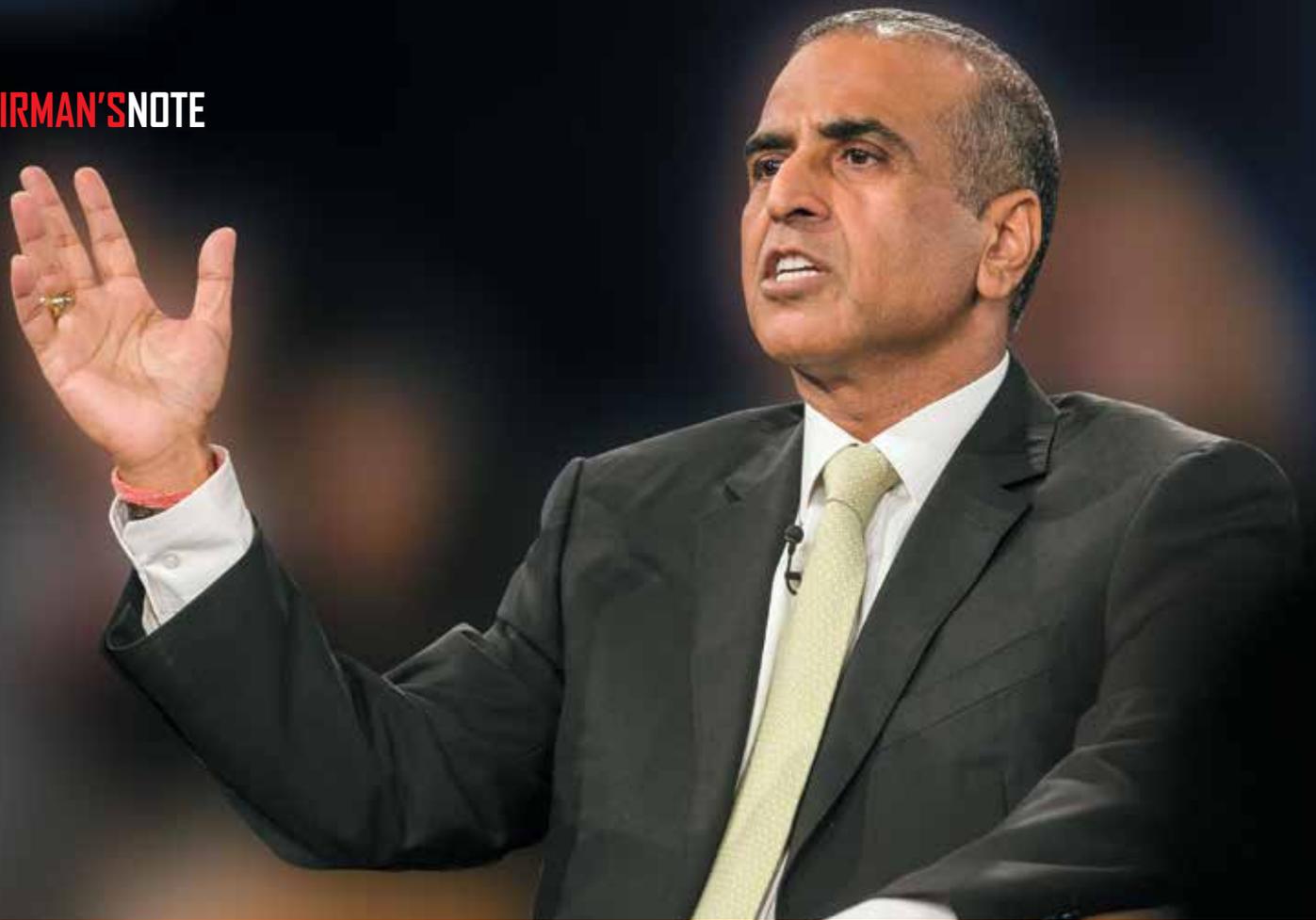


HARNESSING POTENTIAL  
THROUGH

## SKILL DEVELOPMENT

**CENTUM**  
LEARNING

## CHAIRMAN'S NOTE



Dear Colleagues,

It's heartening to see the way Centum Learning, our skill development and vocational training venture has shaped up over the years, staying true to its vision of 'Enabling sustainable transformation through learning and skills development'. Within a few years of inception, the Company has emerged as a leading organisation in the skilling sector having already transformed the lives of over 1.2 million people in 21 countries in Asia and Africa.

Driven by our abiding vision to bridge the digital divide we recently acquired a strategic minority stake in 'OneWeb', a satellite based communication project to drive internet penetration in rural and unconnected areas of the world. We believe the project will greatly complement the efforts of Governments and telecom operators across the globe to take internet to the masses particularly in the developing and emerging markets of Asia and Africa. Bharti Enterprises also established 'SBG CleanTech,' in partnership with Japan's SoftBank Corp. and Taiwan based Foxconn Technology Group to develop solar and wind energy projects in India. The project will immensely contribute to India's energy security in an environment friendly manner. Both these initiatives underline our vision to promote human welfare through transformational projects.

In a strategic rejig of our business portfolio, we have agreed to merge Bharti Retail, our wholly owned subsidiary in the retail sector, with Future Group's Future Retail to create one of India's largest organised retail networks.

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. But beyond the numbers, what really matters to us is the deep transformational impact that Airtel is having on the lives of people and society at large through our innovative business model. As we move on we will continue with our quest for new initiatives with wider potential.

Best wishes,

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

Sunil Bharti Mittal

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*Sunil Bharti Mittal exchanges greetings with Barack Obama, President of the United States and First Lady Michelle Obama during their India visit*

**Bharti Airtel** won the 'Firm of the Year - Telecommunication' Award at the 'CNBC TV18 India Risk Management Awards 2015' held in New Delhi.

**Bharti Airtel** was awarded the 'Asia Pacific Telecom Service Provider of the Year' at the 'Frost and Sullivan Asia Pacific ICT Awards 2015' in Singapore.

**Bharti Airtel's One Touch Internet** was chosen as the 'Best Mobile Service/Application of the Year for Consumers' in the category of 'Best Mobile Services' at the 'GSMA Global Mobile Awards 2015' in Barcelona.

**Bharti Airtel** won the 'Telecom Leadership Awards' in three categories - 'Top Circles', 'Product Innovation' and 'Business Services' at the 'Voice & Data Telecom Leadership Forum 2015'.

**Airtel Bangladesh** won the 'Asia Communication Award 2015' under 'Customer Experience Initiative' category in Singapore.

**Bharti Airtel Lanka** bagged the 'Gold Award' at the 'People Development Awards 2014' organised by Sri Lanka Institute of Training and Development (SLITAD) in Colombo.

**Bharti Airtel Lanka** was conferred with 'Gold Award' in the category of 'Best in Multinational Corporations' and 'Silver Award' in the category of 'Medium Sized Enterprise' at the 'Great Places to Work (GPTW) Awards 2015' in Colombo.

**Airtel Zambia** won four awards - 'Outstanding - 1st Overall of Telecommunications Companies in Zambia', 'Outstanding - 1st Overall - Companies/Institutions held in high esteem', 'Outstanding - 1st Overall - Advertising Campaigns' and 'Excellent - 1st Overall - Companies/Institutions doing most for the elderly/senior citizens' at the 'PMR Africa Awards' in Lusaka.

**Airtel Ghana** won 'Telecom Brand of the Year', 'Marketing Campaign of the Year', 'Innovative Enterprise Product of the Year' and 'Special Recognition to the Telecom Industry' awards at the '2015 Ghana Telecom Awards' in Accra.



*Sunil Bharti Mittal (first from left) along with H.E. Jacob Gedleyihlekisa Zuma, President, Republic of South Africa (first from right) and H.E. Paul Kagame, President, Republic of Rwanda (second from right) at the World Economic Forum 2015 in Davos*

**Airtel Kenya** was recognised as the 'Best Wholesale Operator' at 'Mobile Virtual Network Operators (MVNOs) World Congress 2015' in Nice, (France).

**Bharti Foundation's Satya Bharti Schools** won 11 awards at the 'Design for Change Awards 2014'. It is an international recognition for community development initiatives by children.

**Bharti Foundation's Satya Bharti Schools** bagged 13 awards at the 'Pramerica Spirit of Community Awards 2015' under Quality Support Programme. It is a school level youth recognition programme for voluntary community service.

**Bharti Infratel** won the 'Firm of the Year - Infrastructure' Award at the 'CNBC TV18 India Risk Management Awards 2015' held in New Delhi.

**Bharti Infratel** was adjudged as the 'Best Employer' and the 'Best Employer for Commitment to Engagement' at the 'Aon Hewitt Best Employers 2015 Awards'.

**Bharti Infratel** won the 'National Quality Awards 2015' in the category of Business Process Excellence and Six Sigma Program organised by the World Quality Congress Forum.

**Bharti Infratel** was conferred the 'Amity Telecom Excellence Award' for being the 'Top Telecom Tower Company of the Year 2014' by Amity Institute of Telecom Engineering and Management at the 11th Annual National Telecom Seminar 'Telefocus'.

**Bharti SoftBank's Hike Messenger** was ranked among the top five mobile messaging applications in the category of 'Digital Services' in Brand Equity's survey for 'The Most Exciting Brands 2015'.

**Beetel Teletech** won 'Excellence in Industry 2014' in India at TEAM Polycom 2015, held in Orlando, Florida.

**Bharti Realty's Worldmark** won the 'Commercial Property of the Year - National' and 'Environment Friendly Project of the Year - Commercial (National)' award at the '7th Annual Estate Awards 2014' in Gurgaon.

**Bharti Realty's Pavilion Mall** won the 'Images Most Admired Shopping Centre Launch of the Year (North)' award at the '8th Annual Images Shopping Centre Awards' (ISCA) in Mumbai.



## HARNESSING POTENTIAL THROUGH SKILL DEVELOPMENT

**Bharti Group Company, Centum Learning is opening new doors for unemployed youth with technology backed innovative training programmes. India's first skilling MNC has already transformed the lives of over 1.2 million people in 21 countries across Asia and Africa.**

**R**ajeev Bairwa, an agro consultant with Navabharath Fertiliser, a Jagdishpur (Bihar) based Company is a popular figure among the farming community in the region for his in-depth knowledge on fertilisers. Engaged in a deep conversation with a group of farmers counseling them on use of fertilisers, Bairwa is a picture of confidence; a big change from the days when he was struggling to find a stable job. Centum Learning's Skill Development Centre in Gaya where he enrolled himself for training in agri value chain services, changed his life dramatically, finally leading to the offer from Navabharath Fertiliser.

Unemployed Rajeev resembled millions who continue to struggle for employment due to lack of employable skills not just in India but across emerging and developing markets. In most cases it's the 'disharmony' between the formal education systems and the skill requirement of the wider economies that cause such unemployment. Lack of employable people with the right skill sets is affecting economic growth and productivity across markets. The problem does not even spare developed markets. In fact, a few years back a Harvard Business Review study revealed that the UK economy was losing out on Euro 18 billion due to 52,000 job vacancies that businesses

were unable to fill due to shortage of people with relevant skills.

With domain expertise in 21 industry verticals and over 1,358 learning and development specialists, it is not surprising that Centum has partnered over 350 corporates to address such 'skills-demand' gap.

Centum Learning today is perceived as the trusted 'Go-To' partner for corporates looking to either impact their key business metrics like Sales, Customer Service or improve cross functional collaboration or team productivity. Be it imparting customer engagement skills to Sony mobiles' frontline sales team or conducting



## BRIDGING SKILL GAP IN INDIA

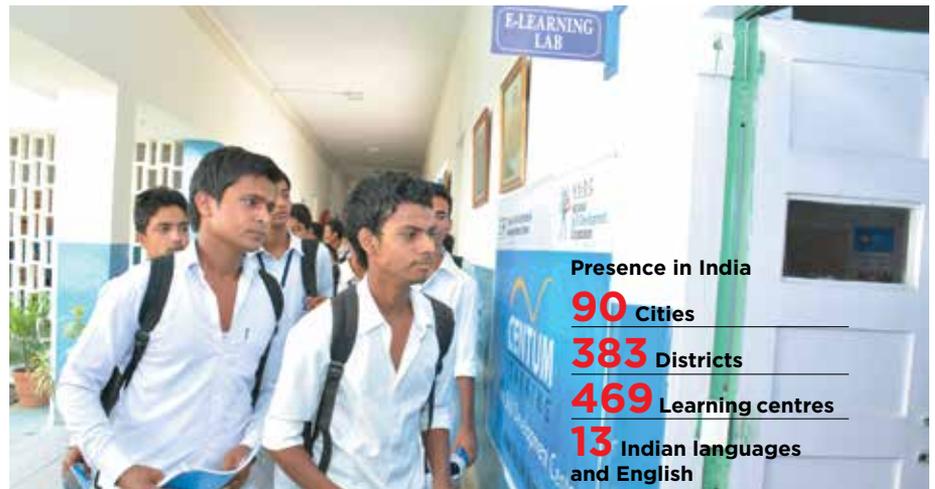
**T**oday only 25% of India's educated are considered employable by corporates. Making this worse is a very high school dropout rate. Given that over the next decade 13 million youth are expected to join the nation's workforce every year, India clearly faces a tough situation. The National Skill Development Corporation (NSDC) has been set up to tackle this challenge, which has set for itself a target of skilling 500 million youths by 2022. A key ally to the NSDC in fulfilling India's national skilling mandate, Centum Learning has become their largest partner contributing over 20% of its overall achievement in the last financial year. It has also partnered CBSE to imbibe vocational education in children; trained over 3,200 school principals and senior teachers under the Leadership & Strategic Management Training programmes. Centum is also playing a crucial role in Digital India initiative by offering best-in-class digitised content across multiple platforms and devices including tablets, mobiles and web platforms.

### PARTNER COMPANIES

- American Express
- Ashok Leyland Light Commercial Vehicles (LCV)
- Lafarge Cements
- Global Trust Bank
- Giesecke & Devrient (G&D)
- Tata Motors
- Punjab National Bank
- Samsung
- Tata Sky
- Sony Mobile
- Panasonic
- Get It

### CORPORATE UNIVERSITIES (WITH ORGANISATIONS)

- Airtel
- Yum! International
- Mahindra First Choice
- Skoda
- Matrix Cellular
- Bayer Crop Science



**Presence in India**  
**90** Cities  
**383** Districts  
**469** Learning centres  
**13** Indian languages and English

*E-learning lab set up to impart vocational education at a school*

leadership development programmes for best performers at American Express and Giesecke & Devrient (G&D), a German multinational, indeed, the Company has created a distinct name for itself in corporate training and development space.

To strengthen its engagement model with enterprises, Centum Learning has also established several Corporate Universities (academies jointly established with organisations to offer company specific training programmes) with companies such as Airtel, Skoda, Matrix Cellular and Bayer Crop Science.



*Training of senior management of a corporate firm*



**I have worked overseas on various projects; even in Tokyo we didn't have this kind of training programme for the top management. Centum has done a great job and the programme worked well in bringing the team together by making us a part of various team bonding activities."**

**- Ichiro Maeda, Director - Operations, IFFCO-Tokio General Insurance**



(From Left to Right): Sanjeev Duggal, CEO and Director, Centum Learning; Dilip Chenoy, MD and CEO, NSDC; Sunil Arora, Secretary, Ministry of Skill Development & Entrepreneurship; Rajiv Pratap Rudy, Hon'ble Union Minister of State, Skill Development & Entrepreneurship; Ravi Shankar Prasad, Hon'ble Union Minister for Communications & IT; Rakesh Garg, Chairman, Telecom Commission and Secretary (Telecom), DoT; Himanshu Kapania, Chairperson, COAI and Rajan S. Mathews, Director General, COAI at the launch of Centum Learning's 'Mass Mobilisation Campaign for Pradhan Mantri Kaushal Vikas Yojana' (PMKVY) in New Delhi

## USING MOBILE TECHNOLOGY FOR SKILLING

One of the biggest hurdles facing skills training today is reaching out, educating and motivating youth in the remote areas. Recently, Centum Learning launched India's largest PPP initiative in skilling sector when it joined hands with Cellular Operators Association of India (COAI) to launch a

massive outreach programme through mobiles to address this 'awareness gap'. Initially, the scope of the pilot project will be limited to the State of Bihar. It will finally be rolled out nationwide by COAI member telcos to cover nearly 400 million subscribers. Under the initiative, telecom service

providers would send text and voice-based messages to the target audience who will be required to give a miss call to a toll free number. Interested candidates would then be profiled on the basis of their age and location and finally mapped to their nearest enrolment centres.



**Driven by innovation, customisation and technology along with our focus to constantly engage with various stakeholders like academia, corporate entities and government agencies Centum Learning has emerged as a leading organisation in skill development across geographies.**

- Sanjeev Duggal, CEO and Director, Centum Learning

## TRAINING THE TRAINERS

Lack of qualified trainers to conduct skilling programmes is a major obstacle in scaling up operations. In India, for instance, there is a need of 40 million experts to train people. Presently, only 10 million specialists are involved in skill development process. Centum Learning, through its subsidiary Centum WorkSkills India, launched Centum Skills Instructors Guild in 2012 to address the dearth of skilled trainers.



Empowering women through skill development and vocational training forms an important part of Centum Learning's training programme



Foot print in Africa

**17** Countries

**79** Cities

**French, Swahili, English: Languages**

*Training in progress at an enterprise in Nairobi*

## GLOBAL PRESENCE

**C**entum Learning’s innovative approach to skilling such as localisation of training content, training in local languages and hybrid training courses has made it an ideal partner for countries especially emerging ones that are busy transforming themselves into ‘factories of talent’. Today, Centum is present in 17 African countries in addition to India, Nepal and Bangladesh in Asia.

## KEY PROJECTS

### Africa

- Joined ASTA, a pan Africa trade body for agriculture seed industry as a training service provider
- Signed MoU with UK-based Hemsley Fraser (HF) to be its training delivery partner in Africa
- Trained dealers of Sab Miller products in new software application in Tanzania, Uganda and Mozambique
- Trained Nakumatt retail staff on

marketing techniques and sales force effectiveness in Uganda

- Collaborated with Alliance for Green revolution in Africa (AGRA) to train village-based entrepreneurs in Tanzania

### Nepal & Bangladesh (Asia)

- **Nepal:** Partnered with Government’s skill development initiative through a tie-up with Council for Technical Education & Vocational Training
- **Bangladesh:** Engaged with the development of National Education Policy for Secondary Education through its Teaching Quality Improvement and Primary Education Development programme.

With a capacity to train over 2,00,000 people in multiple domains across 21 countries, lives of over a million youth have already been transformed by Centum Learning. It’s holistic approach to skill development and vocational training backed by unique methodologies has enabled the Company to emerge as the ‘Partner of Choice’ in Asia and Africa.

## GLOBAL IMPACT



**21**  
Countries



**21**  
Industry sectors



Over  
**3,34,000**  
Job opportunities created



More than  
**1,200,000**  
People skilled



More than  
**1,86,000**  
Alumni employed at leading organisations



**31**  
Languages

# SATYA BHARTI ABHIYAN GATHERS MOMENTUM

Nearly 4000 toilets have been constructed in over 170 villages in Punjab's Ludhiana district under Bharti Foundation's rural sanitation initiative launched last year.

As the clock ticked 3 am, Gurjeet Singh a resident of Hambran village in Ludhiana district, would wake up to walk few kilometers to find a suitable place for defecation. While leaving her home to attend nature's call she remained worried about her small kids. Later in the day she would be found engaged in a war of words with her neighbours as her kids defecated in the locality; as they were unable to travel far for the same. Being a casual labourer, she could not afford to build a toilet at her house.

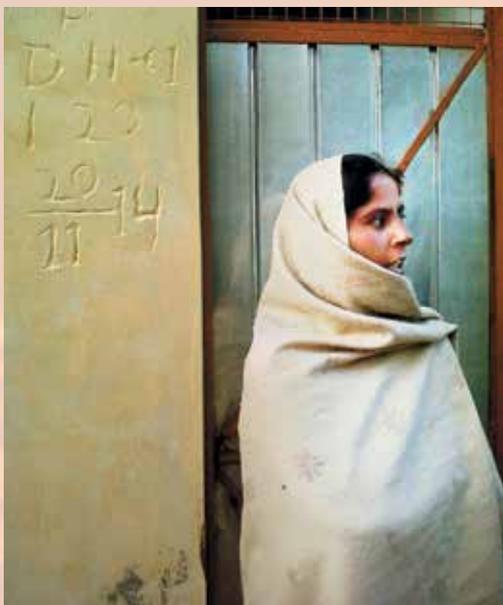
Life has changed for Gurjeet, since Bharti Foundation started its rural sanitation initiative, Satya Bharti Abhiyan, under which a toilet was constructed at her house. Pleased with the newly created facility, she says, "I am very happy to have a toilet in my house as it is convenient and gives me privacy".

As part of the initiative, students of Satya Bharti Schools are also running campaigns in the District as lack of public awareness is proving to be one of the biggest road blocks to the cause of sanitation. Inspired by Hon'ble Prime Minister Narendra Modi's historic call for 'Swachh Bharat' (Clean India), Bharti Foundation



Students of Satya Bharti School are playing an important role in creating awareness among parents and community members to use toilets

launched the Satya Bharti Abhiyan in August 2014 and pledged to invest up to ₹ 100 Crore for the construction of toilets in village households lacking such amenities; targeting over 900 villages across the District. As part of the initiative, Bharti Foundation is also investing to improve sanitation facilities in Government schools by building separate toilets for girls.



Gurjeet Singh no longer needs to wake up at odd hours for open defecation thanks to a sanitation facility created in her house under Satya Bharti Abhiyan



Vijay Chadda, CEO, Bharti Foundation (extreme right) interacting with beneficiaries of Satya Bharti Abhiyan in Ludhiana district



Airtel Money has formed a merchant network that offers discount and attractive offers to customers who use the mobile wallet service

## SMART COLONY

Airtel Money is helping Darbhanga, Bihar's little known colony go smart through cashless transactions

When you travel to Darbhanga's Babu Saheb Colony, you will be amazed to see the level of digitisation in day-to-day retail transactions. Cash has simply gone out of fashion. From the newspaper vendor and the local *kirana* store owner to the chemist shop and the cable TV service provider, everyone seems hooked to Airtel Money's convenient ways. Utility bill payment counters in the locality have suddenly gone nearly empty. Change does appear a little dramatic even by the standards of India's mega metropolitan centres.

Flaunting the Airtel Money App on his mobile, Devashish Divayam, a

resident of the Colony and a Banker by profession says, "All my retail transactions now lie at my fingertips. Thanks to Airtel's partnerships with the merchants in the locality, who accept payments over the Airtel Money platform, shopping has become such a seamless experience."

"Over and above the ease of transaction, customers using the service are also able to avail exclusive discounts and attractive offers", Divayam added. In the 250 household strong colony, Airtel Money is today facilitating transactions worth nearly ₹ 2,00,000 a month.



Growing confidence on using Airtel Money is clearly visible among the residents of Babusaheb colony

**H**unger to win customers for life' was the theme of 2015 edition of Airtel Leadership Conclave. Held in Dubai, the event witnessed participation of around 200 delegates, representing the entire top leadership of Airtel spread across its operations in 20 countries. The three-day Conclave served as a unique platform for the organisation's top leadership to come together and deliberate collectively on strategic issues and lead the way forward for the Company.



# AIRTEL LEADERSHIP CONCLAVE 2015

DESTINATION DUBAI





1. Chairman's address
2. Sunil Bharti Mittal with all the participants at the conclusion of Airtel Leadership Conclave 2015
3. Gopal Vittal, MD and CEO (India & South Asia), Bharti Airtel and Christian de Faria, MD and CEO, Airtel Africa
4. Q & A session in progress
5. Open house in progress
6. Rakesh Bharti Mittal with external speaker Ken Schmidt, a globally renowned brand visionary and communications strategist
7. Rajan Bharti Mittal with external speaker Hamish Taylor, also known as 'master thief' based on his record of innovation by transferring ideas between sectors
8. Akhil Gupta and Christian de Faria, MD and CEO, Airtel Africa



**Bharti partners SoftBank and Foxconn to form SBG Cleantech**

**New venture will contribute to Government of India's vision of developing 160 GW of power from renewable sources by 2022**

**B**harti Enterprises' business portfolio widened further when the Company teamed up with Japan based SoftBank Corp and Taiwan's Foxconn Technology Group recently to form a new company 'SBG Cleantech' focussed on renewable energy. Headquartered in Delhi, the Company will develop solar and wind energy projects in India.

The initiative aims to contribute to Government of India's vision of achieving 100 GW and 60 GW of power from solar and wind respectively by 2022. Given India's vast population, growing demand for energy and rising fuel prices meeting energy requirements through renewable sources like solar and wind holds immense potential. Though presently, India has a base of just about 3.7 GW of solar power, the sector holds great promise in view of high level solar radiation that India receives.

Initially, 'SBG Cleantech' plans to participate in the 2015-16 round of solar power plant tenders under

**'SBG Cleantech' underlines our commitment to India's growth plans not only by eliminating energy deficit but also providing clean environment to the future generations of India.**

- Sunil Bharti Mittal

the National Solar Mission (NSM) programme and state-specific solar programmes. Manoj Kohli, who

until recently led Bharti's emerging businesses, has been appointed as Executive Chairman of the Company.



*(From Right to Left): Sunil Bharti Mittal, Tadashi Maeda, Senior MD, Japan Bank for International Cooperation and Masayoshi Son, Chairman and CEO, SoftBank Corp. met Narendra Modi, Hon'ble Prime Minister of India ahead of the launch of SBG Cleantech in New Delhi on June 22, 2015*



*(From Right to Left): Masayoshi Son, Chairman and CEO, SoftBank Corp; Sunil Bharti Mittal and Nimesh Arora, President, SoftBank Corp., at the launch of SBG Cleantech in New Delhi*

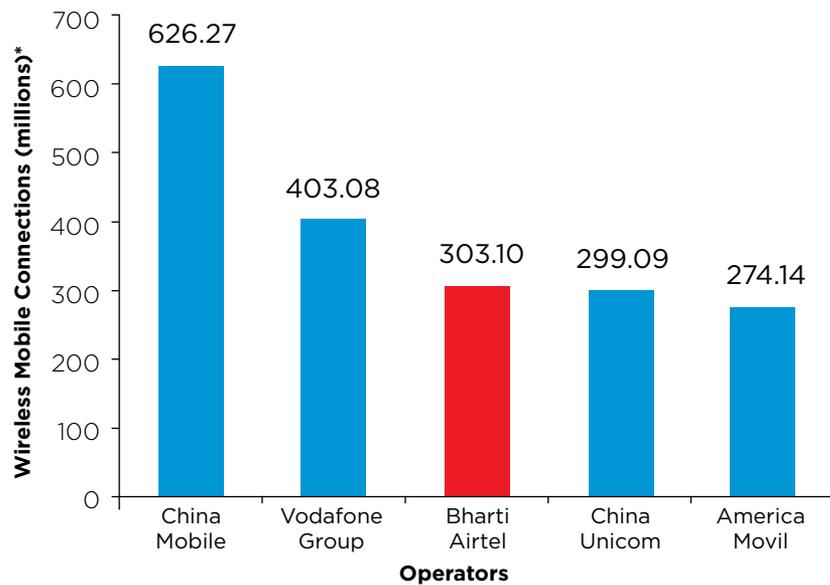


**Airtel becomes third largest mobile operator globally**

**Company achieved the landmark in less than two decades of starting operation**

As per the latest data published by London based World Cellular Information Service (WCIS), Bharti Airtel, with over 303 million mobile subscribers across its operations, has moved up one position in the global rankings to enter the 'Top Three' global mobile operator league. Today, the Company offers network services across 2G, 3G and 4G and covers over 1.85 billion people across its operations in 20 countries in Asia and Africa. Already feted as one of the top brands in emerging markets, Airtel's extensive networks carried over 1.23 trillion minutes of calls and over 333 petabytes of data in FY 2014-15. The Company is today recognised as the largest mobile operator in India in terms of subscribers and revenue and has the largest rural mobile customer base with over 100 million users. It is also the largest operator in Africa in terms of geographical footprint with the widest 3G and M-commerce networks.

**Top Five Global Mobile Operators by Customers**



(\*Source: World Cellular Information Service (WCIS) - As per their latest published global rankings)

**This is a major landmark in the journey of Airtel and underlines the strength of our business model and our brand that is loved by customers across 20 countries.**

**- Sunil Bharti Mittal**



India and China account for nearly third of all the mobile subscribers globally and this partnership will provide a major platform for development and deployment of 4G and future mobile technology standards as both countries enter a phase of explosive data led growth.

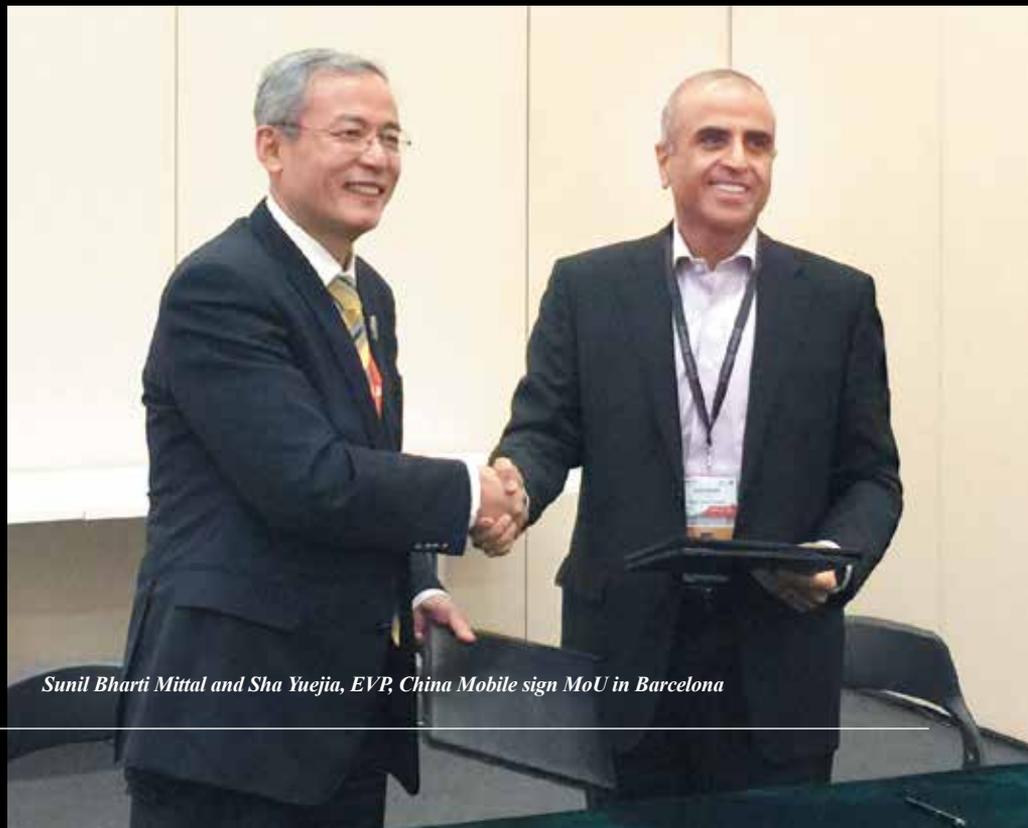
- Sunil Bharti Mittal



## Bharti Airtel and China Mobile enter into strategic collaboration

Initiative to boost growth of 4G LTE ecosystem

**B**harti Airtel entered into an agreement with China Mobile to collaborate to accelerate the growth of LTE ecosystem and foster the evolution of new mobile technologies like 4.5/5 G. The two Founding members of the Global TD-LTE Initiative (GTI) besides sharing testing and validation practices and jointly conducting proof of concepts and joint trials will also work towards shaping up a joint strategy for procurement of devices that include Mifi, smart phones, data cards, LTE CPEs and USIM to bring in cost efficiencies. The partners also plan to share relevant network as well as product knowledge, best practices and technical learnings to enable delivery of world-class affordable services to customers.



Sunil Bharti Mittal and Sha Yuejia, EVP, China Mobile sign MoU in Barcelona



**Bharti Airtel acquires prime spectrum**

**Acquires 111.6 MHz spectrum for a total consideration of ₹ 29,130 crores**

**B**harti Airtel successfully acquired spectrum across 900 MHz, 1800 MHz and 2100 MHz bands in auction concluded in March 2015. Besides renewing all its current spectrum holdings in key circles, the Company has also acquired new spectrum in different bands. These acquisitions have enabled Airtel to secure a 20 year roadmap for its voice and data services across 2G, 3G

and 4G platforms. The new acquisitions will enable the Company to roll out pan India 3G (with the exception of Kerala) and 4G services. In the 1800 MHz and 2300 MHz bands the Company will be using FD-LTE and TD-LTE technologies to launch 4G services respectively. A combination of 900 MHz and 2100 MHz bands is going to be used for launch of 3G services.



**Airtel digital TV crosses 10 million customer mark**

**Achieves landmark within six years of launch**

**K**nown for its innovation and launch of ‘industry first’ services, Airtel digital TV is clearly emerging not just as the most popular but as one of the fastest growing brands in the segment. The six-year-old brand recently crossed the 10 million customer mark. Backed by this large customer base, the Company is aiming at taking the overall channel and service portfolio to over 500 with the highest number of channels in regional languages. It also plans to expand the HD portfolio to over 50 channels.

**Key ‘Industry firsts’**

- **Universal Remote**
- **Recording on USB storage even on standard definition set-top-boxes**
- **Integrated Digital TV (iDTV) – smart card based solution**
- **Multi-lingual EPG**
- **Integrated anytime, anywhere recording through mobile and web**
- **World’s first USSD-based self-care facility on mobile**
- **Live Tweets on TV**



**Subscriber growth**

Year	Subscribers (in million)
2011	5
2015	10



**Airtel’s Wynk Music witnesses over 5 million downloads**

**W**ithin just six months of Airtel launching ‘Wynk Music’, over five million music lovers are today grooving to the mobile music application. ‘Wynk Music’, a carrier agnostic app, is a first of its kind initiative from Airtel which made the telco the first mobile operator in India to introduce an OTT (Over-the-top) mobile application.





**airtel** **Hon'ble Indian PM Narendra Modi launches Airtel driven Coastal Surveillance Radar System in Seychelles**

*Hon'ble Prime Minister of India Narendra Modi being greeted by Amadou Dina, MD, Airtel Seychelles at the launch of 'India-Seychelles Cooperation Project – Coastal Surveillance Radar System' in Mahe (Seychelles). Jointly developed by Government of India and Government of Seychelles, Airtel Seychelles has provided communication solution for the project.*



**Airtel Africa introduces affordable customised smartphone**

**Initiative to spur data penetration in the region**

**B**harti Airtel in partnership with US based Qualcomm, the world's leading mobile chip manufacturer, has introduced its first pan Africa customised 3G enabled phone. With prices starting from as low as \$53, owning a smartphone was never so affordable in Africa. Powered with Android 4.4 KitKat Operating System, the phone has a memory of 4GB ROM + 512 MB RAM with 32 GB external memory capacity. Other key features of the phone include: a 1300mAh battery, 3 mega pixel front and rear camera and a Qualcomm dual core Central Processing Unit (CPU) along with quality display feature. This initiative is part of Airtel's efforts to accelerate data adoption levels in Sub-Saharan Africa where the penetration of mobile internet is one of the fastest in the world.



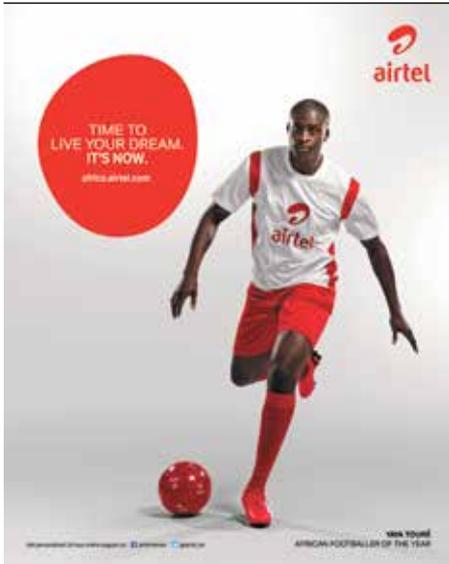
**Airtel Africa joins hands with UNICEF**

**Collaboration to strengthen Airtel's role in empowering youth and children in the continent**

**T**hanks to a partnership between Bharti Airtel and UNICEF, over 75 million Airtel customers in 17 markets in Africa are experiencing a big change in the way they access healthcare and education related information and youth centric content. Customers are now able to access mobile applications and services developed by UNICEF, such as eduTrac, mTrac and U-report, free of cost. The initiative seeks to improve the role of mobile technology in empowering youth and children through information and opportunities.



*Christian de Faria, MD and CEO, Airtel Africa (Right) and Sharad Sapara, Director, UNICEF's Innovation Centre (Left) at the signing ceremony*



**Airtel Africa appoints Yaya Touré as new brand ambassador**  
**Association of global footballing icon from Ivory Coast to enhance Airtel's youth appeal in Africa**

Captain of Ivory Coast's Football team and Manchester City's midfielder Yaya Touré has been chosen as the face of Airtel Africa's 'It's Now' campaign. The initiative seeks to identify talented youngsters across the continent and groom them in different segments like sports, lifestyle and music.

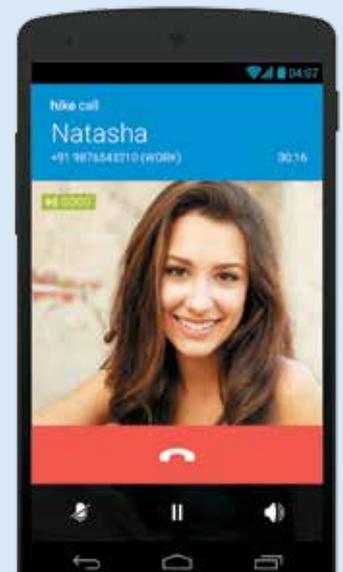
The move is part of Airtel's constant efforts to empower youth by harnessing their potential. Touré who is presently reigning as African footballer of the Year, also extends support to Airtel's activities in corporate social responsibility segment, particularly those that focus on skill development of youth, for instance, Airtel Rising Stars, etc.

**hike**

**Hike Messenger rolls out voice calling feature**

**Introduces 'Hike Calls'**

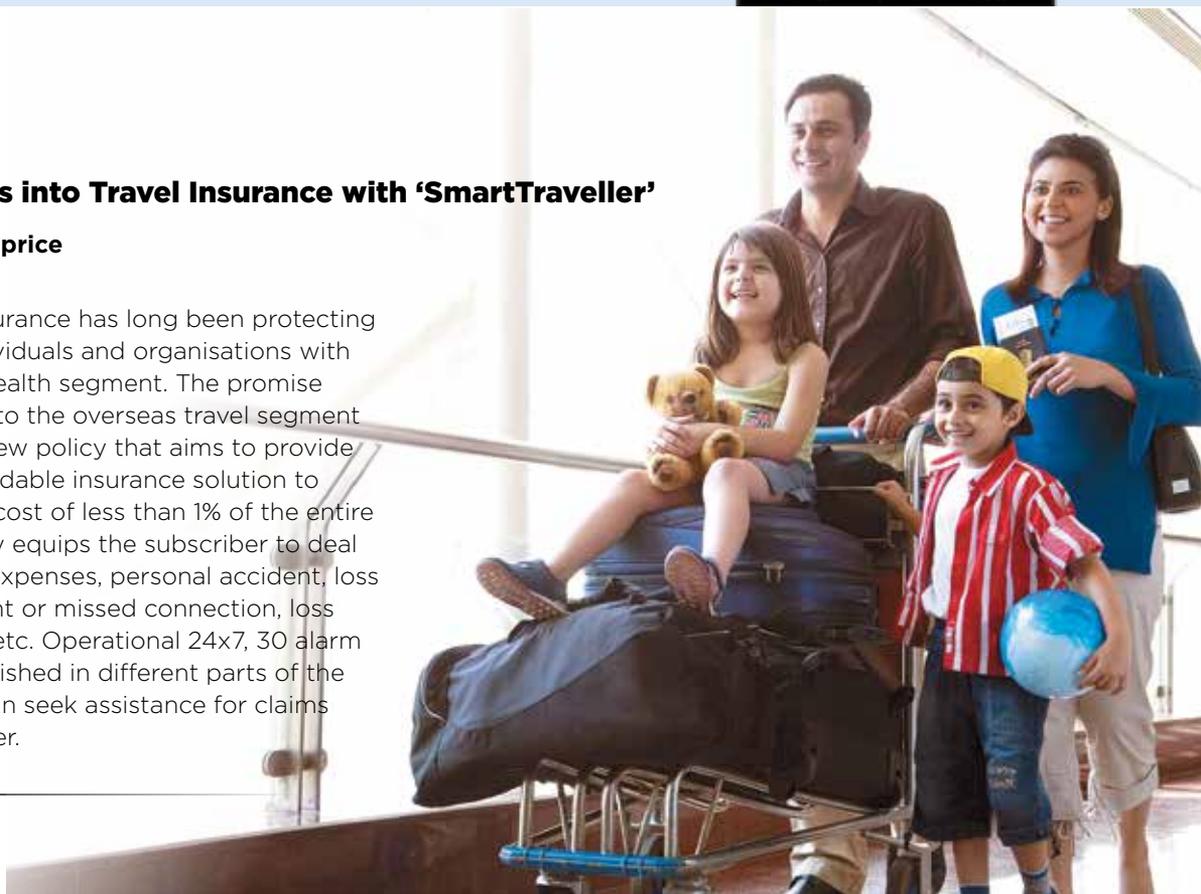
Subscribers of Hike Messenger now have one more reason to cheer. The India born instant messaging application has introduced 'Hike Calls' which enables customers to make free voice calls to each other in over 200 countries. Operational over 2G, 3G and Wi-Fi platform, 'Hike Calls' has been optimised to consume very little data thereby empowering users with more calling minutes per MB of data. The service has been introduced following Hike Messenger's acquisition of US based startup Zip Phone - a free calling app. The new service adds to the long list of innovative services like 'Localised Stickers', 'Hike Offline', 'Big File Transfer,' etc. that have played a key role in Hike Messenger's growing popularity.



**Bharti AXA GI forays into Travel Insurance with 'SmartTraveller'**

**Global service at Indian price**

Bharti AXA General Insurance has long been protecting the aspirations of individuals and organisations with products in motor and health segment. The promise has now been extended to the overseas travel segment with 'SmartTraveller', a new policy that aims to provide comprehensive and affordable insurance solution to customers. Coming at a cost of less than 1% of the entire travel expense, the policy equips the subscriber to deal with issues like medical expenses, personal accident, loss of passport, delayed flight or missed connection, loss of checked-in baggage, etc. Operational 24x7, 30 alarm centers have been established in different parts of the world from where one can seek assistance for claims through a toll free number.





*Kishore Biyani, Founder and Group CEO, Future Group and Rajan Bharti Mittal at the press conference to announce the merger of Bharti Retail and Future Retail*



**Bharti Enterprises and Future Group merge their retail businesses**

**Combined entity to run 570 stores across 243 cities in India**

**B**harti Enterprises and Future Group have agreed to merge their retail businesses to create one of India's largest retail networks. The combined entity (to be named as 'Future Retail') is expected to benefit significantly from efficiencies of scale, better sourcing, richer data and insights to deliver great experience and value to consumers. The consolidation will result in creation of two distinct entities post merger - one focussed on retail operations ('Future Retail') and other holding the infrastructure and investment ('Future Enterprises').

**Scope of the combined entity**

- 570** retail stores
- 243** cities in India
- 18.5** million sq. ft. of operational retail space
- 203** Big Bazaar and 'easyday' hypermarkets
- 197** Food Bazaar and 'easyday' supermarkets
- 171** Other stores comprising of Home Town, eZone, FBB and Foodhall

**The partnership offers compelling synergies in terms of reach, efficiency and experience to build a truly world-class retail network to serve the Indian consumer. - Rajan Bharti Mittal**



# In Focus

**Yogesh Bellani**  
CEO, FieldFresh Foods

**W**hile joining FieldFresh Foods in January 2008, Yogesh Bellani became the first employee of the newly formed JV between Bharti Enterprises and Del Monte Pacific. After playing multiple leadership roles in Company's operations over the years, Yogesh was appointed as the Chief Executive Officer of FieldFresh Foods in 2013.

Popularly known as 'YB' among his colleagues, under Yogesh's leadership, Del Monte has emerged as one of the fastest growing brands in the processed food industry in India. It is now a market leader in the Packaged Fruits & Pasta segment and a dominant player in the food services category. The Company is today a preferred supply partner for top International Quick Service Restaurants (QSR's) in India like McDonald's, Dominos, Burger King, KFC, Pizza Hut, Subway etc. Del Monte also serves Dominos and Burger King across nine other countries in the Asia Pacific.

According to Yogesh, the Indian Food Industry is largely unorganised dominated by a number of smaller regional players as compared to developed markets. Low penetration of modern retail is another challenge the sector faces as it inhibits experimentation by consumers thereby limiting innovation in the sector. On the other hand increasing propensity among the middle class to dine out and experiment with alternate cuisine at home is turning out to be a big driver for processed food in the country.

After completing his Bachelor's Degree in Engineering, Yogesh pursued his Master's in Business Administration from Birla Institute of Management Technology. His passion for academics took him to IIM -Kolkata, INSEAD and the Centre for Creative Leadership, Singapore for pursuing Advanced Programmes in Management and Leadership. Currently, he is pursuing PhD at MDI, Gurgaon. Yogesh attributes his professional growth to dedication, ownership, accountability, hard work and a constant hunger to learn.

Yogesh admires Nelson Mandela for his courage, conviction, superlative level of perseverance and his belief that 'I am the master of my fate and captain of my soul'. An avid reader, one of his favourite books is 'Game Changer' by AG Lafley (former CEO of Procter & Gamble) and management guru Ram Charan.



**Under Yogesh's leadership, Del Monte has emerged as one of the fastest growing brands in the processed food industry in India**



# BHARTI JOINS ONEWEB'S MISSION

CONSTELLATION OF 648 LOW-ORBIT SATELLITES  
TO PROVIDE HIGH-SPEED INTERNET ACCESS IN  
RURAL AND UNCONNECTED AREAS GLOBALLY



**B**harti Enterprises has acquired a strategic minority stake in 'OneWeb.' The project aims to build a communications network with a constellation of 648 Low Earth Orbit satellites that will provide web connectivity to rural and unconnected areas in the world through supporting ground based terminals. The terminals will contain embedded LTE, 3G, 2G and Wi-Fi access capabilities. They can be optionally solar powered and used as Community Access Points. 'Bharti Airtel, which currently covers a population of over 1.85 billion through its mobile networks in South Asia and Africa, will be a preferred distributor of 'OneWeb' services in these regions.

With more than 10 terabits per second of new capacity, the system will extend the network of mobile operators and ISPs to serve new and existing coverage areas, bringing voice and data access to consumers, businesses, schools, healthcare institutions and other end users. The interesting part is that you can access the signals from your existing cell phone. For instance, if an Airtel customer walks near a terminal, his existing cell phone will automatically connect to the terminal and operate as normal, using either the prepaid or postpaid billing platform of the Company.

Qualcomm Incorporated, Virgin Group, Airbus Group, Coca-Cola Company, Intelsat and Grupo Salinas are



*(From Right to Left): Dr. Paul E. Jacobs, Executive Chairman, Qualcomm; Tom Enders, CEO, Airbus Group; Greg Wylter, Founder, OneWeb; Sunil Bharti Mittal; Sir Richard Branson, Founder, Virgin Group; Stephen Spengler, CEO, Intelsat; Dean Manson, EVP, Hughes, at the announcement of the latest round of investment in 'OneWeb' in London*

some of the other investors in the Company. An initial investment of US \$ 500 million has been committed for the project which plans to start services by 2019.

**'OneWeb' will boost the Government's Digital India programme and its vision of broadband access for all. Similarly, nations across Africa will be able to fulfil their digital inclusion agenda and aid economic growth through these affordable services.**

**- Sunil Bharti Mittal**

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