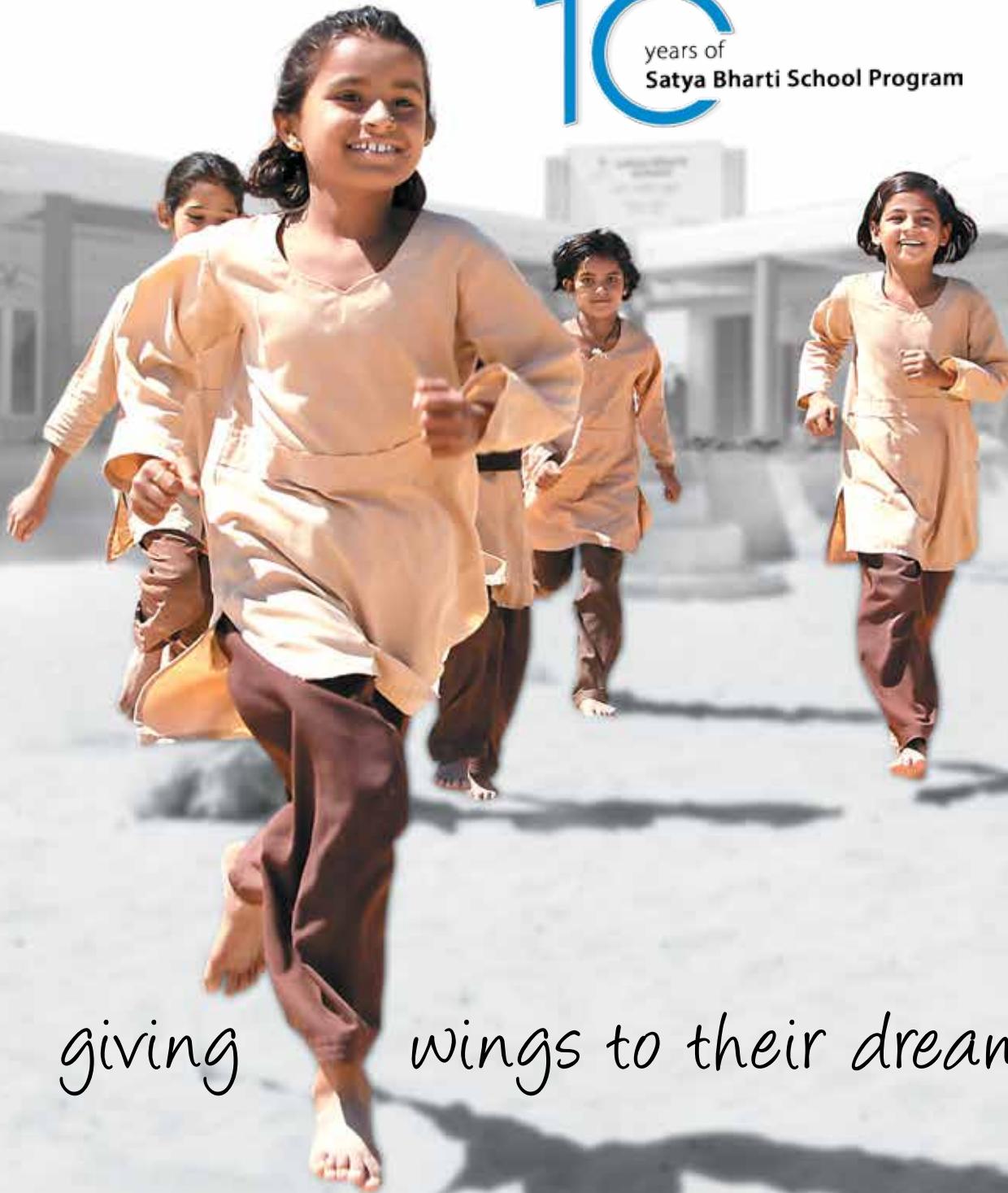


The in-house magazine of Bharti Enterprises

bharti TODAY

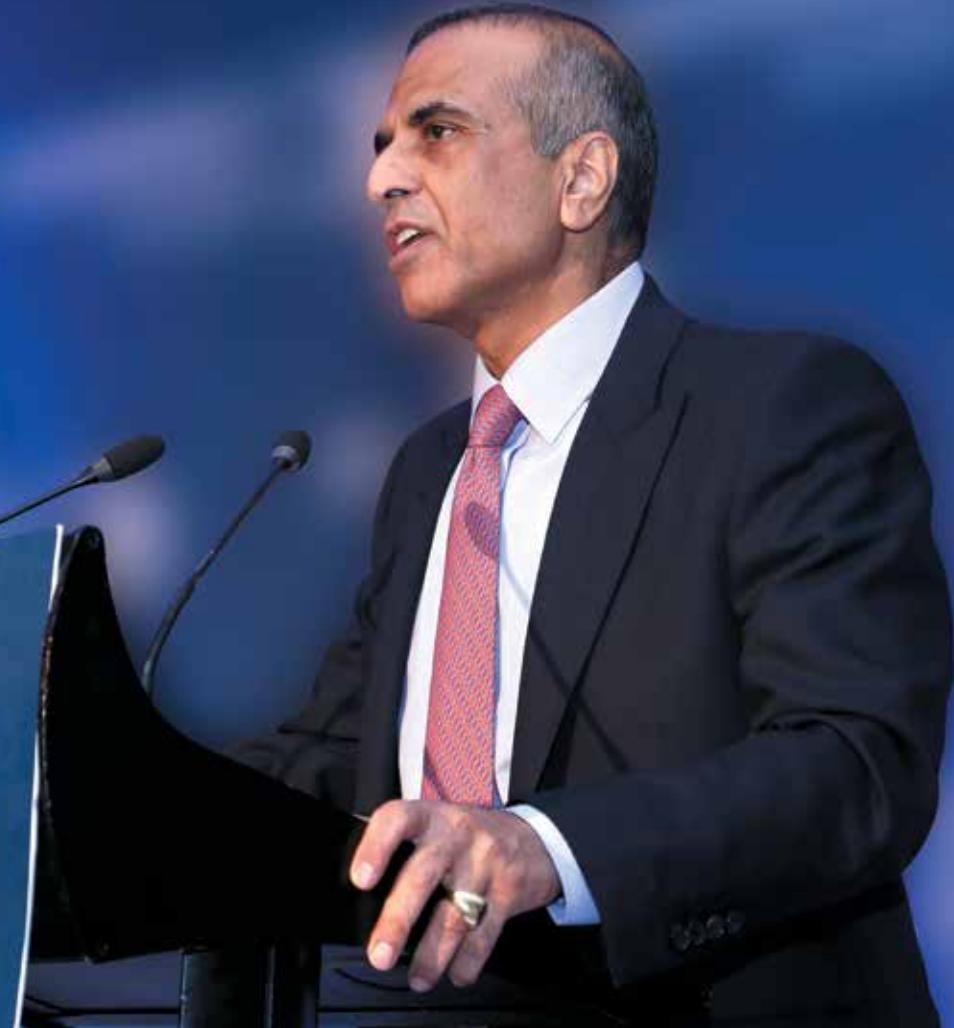
VOL-20 . ISSUE 1 . 2016

10
years of
Satya Bharti School Program



giving wings to their dreams





Dear Colleagues,

It was a moment of great pride for us, when Transparency International recently ranked Bharti Airtel first in its listing of 100 emerging market multinational companies. The recognition is a clear testimony of the high standard of corporate governance and transparency that we adhere to in our relationship with our stakeholders.

Recently, on the occasion of Satya Bharti School Program completing ten years of operations, I, along with other Bharti Foundation Board members visited a few Satya Bharti Schools in Punjab's Amritsar district. It was heartening to see children brimming with confidence and an equally enthusiastic bunch of teachers going about their job of tending to these young minds passionately. My mind instinctively travelled back to the summer of 2006 when the first Satya Bharti School became operational in Punjab. In this intervening decade, the Program has stretched its ambit with the introduction of new initiatives, which are cumulatively reaching out to over 67,000 underprivileged rural children across the country.

In April this year, Airtel Payments Bank became the first entity in India to receive a payments bank license from the Reserve Bank of India. With Airtel's deep distribution network consisting of 1.5 million outlets, it gives us an opportunity to play a bigger role in supporting Government of India's agenda on financial inclusion.

Personally, the last few months turned out to be quite a gratifying period, as I entered my new global role as the Chairman of International Chamber of Commerce (ICC), the pre-eminent global business organisation. My alma mater Harvard Business School too honoured me with the 'Harvard Business School Alumni Achievement Award.' While I am extremely humbled by these recognitions, I sincerely believe, more than personal achievements they also underline our rising reputation as a global business entity.

Best wishes,

A handwritten signature in black ink, appearing to read "Sunil Bharti Mittal".

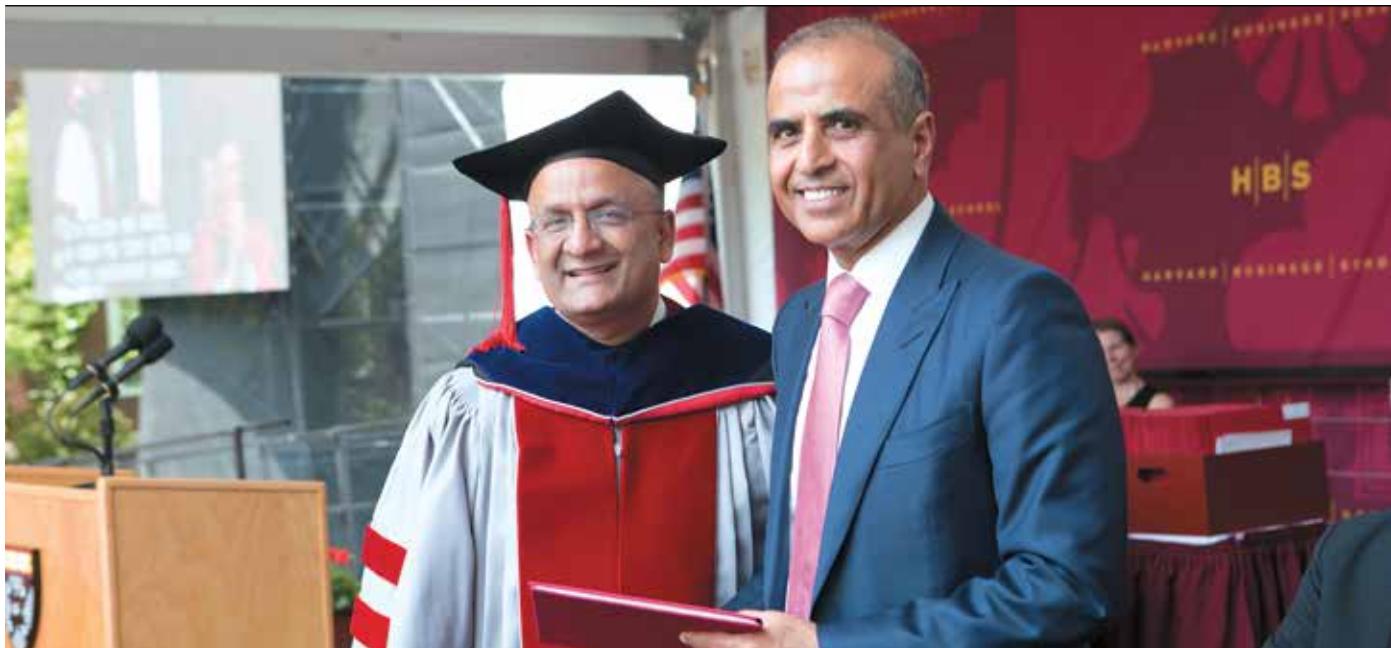
Sunil Bharti Mittal

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AWARDS & RECOGNITIONS



Sunil Bharti Mittal with Nitin Nohria, Dean, Harvard Business School at the 2016 Harvard Business School Alumni Achievement Award ceremony in Boston. Presented annually since 1968, Alumni Achievement Award is the highest honour that the School bestows on its alumni who have contributed significantly to their companies and communities while upholding the highest standards and values in everything they do

Sunil Bharti Mittal honoured with 2016 Harvard Business School Alumni Achievement Award.

Rakesh Bharti Mittal appointed as Vice President of the Confederation of Indian Industry (CII).

Bharti Airtel ranked first in a listing of 100 emerging market multinational companies by Transparency International on corporate transparency and reporting. According to the study, Company topped the list with a cumulative score of 7.3 out of 10.

Bharti Airtel was positioned among the top eight companies in BSE top 100 listed companies in FTI Consulting's 'India Disclosure Index 2016' Report with a composite score of 10 out of 10.

Bharti Airtel was positioned among top three companies in Brand Finance's listing of India's top 100 brands 2016. As per the survey, Company's brand was valued at US\$ 5768 million.

Bharti Airtel was awarded in the 'Firm of the Year - Telecom' category at the 3rd edition of ICICI Lombard & CNBC-TV18 India Risk Management awards.

Bharti Airtel won the 'Operator Excellence award' in the category of 'Business Innovation in Risk Management' at The 12th Subex User Conference in Prague, Czech Republic.

Bharti Airtel won the 'Innovation Award 2016' for excellence in Internal Auditing by the Institute of Internal Auditors (IIA), India.

Bharti Airtel secured the top position in the Telecom category in Business Today's web based survey named 'Best Companies to Work for in India.'

Bharti Airtel won the 'Data Security Council of India (DSCI) Excellence Award' at the 'NASSCOM-DSCI Annual Information Security Summit 2015' in New Delhi.



Sunil Bharti Mittal with the GSMA Chairman's Award for 2016 which he received on behalf of GSMA operators from His Majesty Felipe VI, King of Spain (third from right) in Barcelona. (Others in the picture) Jon Fredrik Baksaas, Chairman, GSMA (First from left); Harmeet Mehta, Global CIO, Bharti Airtel (Second from left); Vittorio Colao, CEO, Vodafone Group (third from left) and Himanshu Kapania, Managing Director, Idea Cellular (First from right)

Bharti Airtel won the Aegis Graham Bell Award 2015 in the m-health category.

Bharti Infratel won the 'Best Employer' award in India at the Aon Hewitt Best Employers 2016 Awards.

Bharti AXA Life Insurance was recognised as the 'Most Trusted Private Insurance Brand 2016' in the Brand Trust Report – India Study 2016 by TRA.

Centum Learning won the Best Innovative Media Vehicle Award in the skilling industry at Indian Brand Convention 2015 in New Delhi.

Centum Learning received 'Lokmat Corporate Excellence Award' for 2015-16 in Mumbai.

PizzaExpress bagged the 'Best Pizza' award in the jury choice category at the Big F Awards 2015, Gurgaon.

PizzaExpress won the '2015 Zomato User's Choice Award' in the 'Best Pizza' category in Delhi-NCR.

Giving WINGS to their DREAMS

Bharti Foundation's rural education initiatives are currently reaching out to over 67,000 underprivileged children across the country. Its flagship, 'Satya Bharti School Program', which runs 254 rural schools in six states and is already being recognised as one of India's largest private sector-led social interventions in the sector, is celebrating its tenth anniversary this year. Bharti Today attempts to take you through the journey of this transformational initiative since it began in 2006.



Satya Bharti School in Ladhawal (Punjab). It was one of the first schools to be established by Bharti Foundation

After working on multiple social initiatives like 'Bharti Computer Centres' and 'Bharti Library & Activity Centres' and support to driving excellence in higher education and research, under which it set up the Bharti School of Telecom Technology and Management at IIT Delhi, since its inception in the year 2000, Bharti Foundation finally found the cause to be associated with in the long term – providing quality education, completely free of cost, to underprivileged children in rural India. In 2006, the 'Satya Bharti School Program' was born, which aimed to establish primary schools in rural India. To support the initiative, Bharti Enterprises and associates committed a corpus of Rs. 200 crores.





“

Our focus on quality education to ensure holistic development and academic excellence aided by our desire to bring in innovation to make learning an engaging experience for children – our change agents, differentiates the Program from others. This journey has been made possible by sheer dedication, hard work and passion of the entire team at Satya Bharti School Program.

- Rakesh Bharti Mittal

Many thought it to be an unconventional idea, given the fact that schooling in rural areas largely belonged to the Government domain. Add to that the doubt in everyone's mind whether a private corporate can find local support to its idea, howsoever noble and altruistic, in the far flung villages.

It all started in June 2006, when Rakesh Bharti Mittal addressed a group of 50 *Sarpanches* (heads of villages) in a community meeting in Ludhiana (Punjab) outlining Bharti's idea of setting up rural schools. Thirty three of the village heads agreed to offer land, half an acre a piece, in their villages to establish Schools. Construction of the first set of eight schools was started in Ludhiana on donated land and the first two Satya Bharti Schools became operational at Ladhowal and Jattpura by August 2006. Over 120 *Panchayats* across Punjab had invited the Foundation to set up schools in their villages by March 2007.

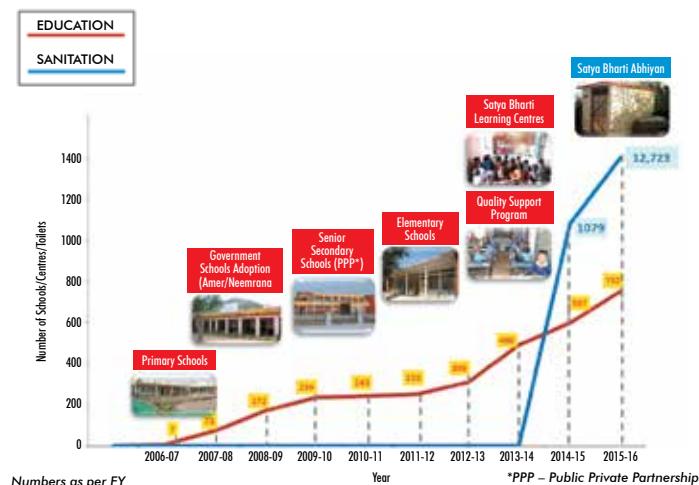
The Program was initially designed to focus on primary level education. But in view of the extraordinary popularity of these schools and subsequent requests from the local communities, many schools have been upgraded to elementary level. Today, besides its 200 Greenfield Schools which are constructed and managed by the Foundation, the Satya Bharti School Program also

consists of five Senior Secondary Schools that operate in Public-Private Partnership mode with the Government of Punjab under Bharti Foundation's management and 49 are adopted Government Schools under the Rajasthan Government's 'Rajasthan Education Initiative'.

Over the last ten years, the Program has expanded to five more states (Rajasthan, Haryana, Uttar Pradesh, Tamil Nadu and West Bengal) in India. With 254 village based schools in six states the Program is presently reaching out to over 40,000 children from socially and economically challenged backgrounds.



Satya Bharti Adarsh Senior Secondary School, Sherpur Kalan, Ludhiana (Punjab)



Overall Impact of Bharti Foundation

67,000+ Active enrolled students

2,70,000+ Parents/family members impacted (education)

1,50,000 Students impacted (education)

10,00,000 Community members impacted

2,70,000+ Annual reach

2,500+ Villages impacted

Data as of 31st March 2016



Mid-day meal session at a Satya Bharti School

**Satya Bharti School Program****254** Schools/six states**75%** Marginalised communities***40,676** Students**1,635** Teachers**49%** Girls**54%** Female teachers*SC/ST/OBC
Data as of 31st March 2016

FOCUS ON GIRL CHILD

Special focus on the girl child is a special feature of the Program to help counter the prevalent social bias against girls in rural areas. To encourage girls to come to school, the schools are equipped with separate toilets for girls, as absence of sanitation facilities is known to be one of the biggest reasons for them to not attend schools in rural India. Currently, 49% of students at Satya Bharti Schools are girls.

**“**

Bharti Foundation has complemented Government of India's efforts in rural education in a big way. What differentiates the Satya Bharti School Program is its vision to focus on girls.

- Syeda Bilgrami Imam, Member, Governing Board, Bharti Foundation



Gaining the trust of parents and building confidence of children are the biggest challenges

- Anamika Kapoor, one of the longest serving teachers at Satya Bharti School

TEACHERS – THE KEY DIFFERENTIATORS

A major factor behind the success of Satya Bharti School Program is its 1600-plus teachers, most of whom are drawn from the local communities or nearby villages. Having local teachers does help reduce absenteeism, a big problem area for Government schools, besides helping create employment at the local level. Regular training of teachers to equip them with modern teaching aids and pedagogical methods is a key differentiator for these schools. Teachers at Satya Bharti School use innovative teaching methods like animation based presentations, playing games, conduct interactive sessions, etc., which makes learning fun.



Class at Satya Bharti Adarsh Senior Secondary School



“

I deeply appreciate the support of our teachers, parents, local community members and partners. Without them our programme would not have been able to gain the status of one of the largest initiatives in the rural school education in India.

- Vijay Chadda, CEO, Bharti Foundation



Satya Bharti School teachers at a training session

COMMUNITY SUPPORT

Making these schools thrive in difficult rural environment is because of the strong bond they enjoy with the local communities. Local community members not only offer assistance in recruitment of teachers and school support staff but have even come forward to provide land for setting up schools as well.

Satya Bharti School at Sopara in Rajasthan bears testimony to an extraordinary act of community support when at the age of 85, Sriram Meghwal single handedly constructed a 900 feet long and five feet high boundary wall. He worked eight hours a day for six months to build the wall.

In some cases, community members even offer their homes to conduct classes for children till a new building is built.

With Bharti Foundation establishing School, children of our village no longer required to walk five kilometres to reach school.

- A Sarpanch in Neemrana

NURTURING DREAM

Fifteen year old Bhupinder Singh, who passed the Last Class X CBSE Board Examination with flying colours, has a fascinating story to tell. Several years back, he was spotted by the teachers of Satya Bharti School at a construction site while serving tea to labourers. Having lost his mother at the age of five, he had dropped out of school to help his father in looking after his family of five. Today, Bhupinder is dreaming of becoming a commissioned officer in the Indian Army and thanks his teachers at the School for helping him successfully cross the first milestone towards his dream.



“

I am delighted to see poor and disadvantaged children read and write and also explain concepts with great confidence.

- Kalpana Morparia, Member, Governing Board, Bharti Foundation and Chief Executive Officer, J.P.Morgan, India

YOUNG CHANGE AGENTS

To sensitise local communities on relevant social issues, students of Satya Bharti Schools organise regular campaigns. The activity forms an important part of the Program's objective. Over the years, students have community campaigns on issues like girl child education, sanitation, environment awareness, caste discrimination, female foeticide, etc.

In 2012, Jyoti Yadav, a student of Class VII from the Satya Bharti Government Upper Primary School, Dabadwas, a village in Alwar District, Rajasthan was awarded at the '2012 Pramerica Spirit of Community Awards' in recognition of her effort to uplift the status of widows in her village. She represented India as one of the top two 'national honourees' at the event, held in Washington D.C.

Students, who often happen to be first generation learners, are encouraged to get their parents engaged in their daily studies to impart basic education to the later.

GROWING THROUGH PARTNERSHIPS

The Program's decade-long journey is marked by an abiding faith in the value of partnerships. Corporates and individuals have come forward from time to time to associate with the Satya Bharti School Program.

In 2011, Bharti Foundation received a shot in the arm with a partnership with Google that supported the construction of 50 elementary schools in the states of Punjab, Haryana, Rajasthan and Uttar Pradesh. Azim Premji Foundation, IBM and EY (Ernst & Young) too have provided Computers and Computer learning software and integrated ICT services to the schools to enhance the quality of education.

People have also come forward to partner with the Foundation to support the Program in their individual capacity. While many support the Program through financial contributions (donation via web, payroll giving program, Airtel Money and through cheques, etc), others extend their support through material/ technical



(From left to right) Vijay Chadda, CEO, Bharti Foundation; Nikesh Arora, Chief Business Officer, Google and Rakesh Bharti Mittal formally announce the partnership of Bharti Foundation with Google in January 2011

contributions or through simple volunteering (time, skills and knowledge).

Sporting events like Airtel Delhi Half Marathon (ADHM) has emerged as a major platform for Bharti Foundation's fund raising.

GOVERNING BOARD MEMBERS VISIT SATYA BHARTI SCHOOLS

With Satya Bharti School Program completing 10 years this year, members of the Governing Board of Bharti Foundation visited Satya Bharti Schools in Amritsar district. On the occasion, Sunil Bharti Mittal inaugurated a new building block at Satya Bharti Adarsh Senior Secondary School Fattubhila, Amritsar (Punjab).

Sunil Bharti Mittal, Rakesh Bharti Mittal and VV Ranganathan, Member, Governing Board, Bharti Foundation at a Satya Bharti School in Amritsar district on the occasion of 10 year celebration of Satya Bharti School Program

CHANGEMAKER AWARDS

Organised by Bharti Foundation, Changemaker Awards is held annually to felicitate individuals as well as Bharti group companies championing social causes through corporate social responsibility initiatives.



Vijay Chadda, CEO, Bharti Foundation (standing sixth from left - top row); Rakesh Bharti Mittal (sitting third from left); Sunil Bharti Mittal (sitting fourth from left) with awardees at the Changemaker Awards 2016

WIDENING REACH

To complement the efforts of 'Satya Bharti School Program', in 2013, Bharti Foundation rolled out two more initiatives: 'Satya Bharti Learning Centres' and 'Satya Bharti Quality Support Program' to enhance the reach of quality education in rural India.

'Satya Bharti Learning Centres' is a remedial learning Program run in partnership with 'Educate A Child' - a global initiative by Her Highness Sheikha Moza Bint Nasser of Qatar. The Program aims at bridging the learning gap among 'out of school' children and mainstreaming them into regular schools.



Out of school children at a Satya Bharti Learning Centre



Government school teachers being trained in quality learning practices

'Satya Bharti Quality Support Program' helps introduce best practices in schooling from its own schools to government schools with an aim to improve the overall quality of learning experience for students through need-based interventions.

Satya Bharti Learning Centres

459 Centres*/three states

14,703 Mainstreamed children

22,830 Students impacted

50% Girls

5,302 Enrolled children

416 Education volunteers

Satya Bharti Quality Support Program

39 Schools/four states

21,620 Students

953 Teachers

Data as of 31st March 2016

*479 Centres closed

Data as of 31st March 2016

THUMBS UP FROM THE GOVERNMENT

Over the years several prominent Government leaders including Hon'ble President of India, Union Cabinet Ministers and Chief Ministers have visited Satya Bharti Schools in different areas for a first-hand experience of the transformational change being ushered in by these schools. These visits do speak volumes about the rising stature of the Program at the national level.



Smt. Pratibha Devi Singh Patil, the Hon'ble President of India at the inauguration of the Satya Bharti School at Village Lordi Dejgara, Dist. Jodhpur (Rajasthan) in June 2008



Late Dr. A.P.J. Abdul Kalam, the Hon'ble President of India at Satya Bharti Adarsh Senior Secondary School, Sherpur Kalan, Ludhiana (Punjab) in August 2014



Pranab Mukherjee, Hon'ble Union Minister for Finance (Presently, the Hon'ble President of India) at the Satya Bharti School in Murshidabad (West Bengal) in 2011



Bhupinder Singh Hooda, Hon'ble Chief Minister of Haryana visited Satya Bharti School, Ladhawal, Punjab in October 2007



Parkash Singh Badal, Hon'ble Chief Minister of Punjab at Satya Bharti School in Ladhawal (Ludhiana district) in April 2008

GOING BEYOND EDUCATION



Satya Bharti Abhiyan beneficiary

Even as education continues to be its primary focus, the Foundation, over the last few years, has launched programmes to address issues in the area of rural sanitation and legal & financial aid for the underprivileged undertrials.

Satya Bharti Abhiyan

Inspired by the Hon'ble Prime Minister Narendra Modi's historic call for 'Swachh Bharat' (Clean India), Bharti

Foundation began the Satya Bharti Abhiyan in August 2014 to contribute to the cause of rural sanitation. The Foundation made a commitment to provide individual toilets in households lacking such facilities in more than 900 villages in Ludhiana District in Punjab. As part of the initiative, the Foundation is also investing in the improvement of sanitation facilities in Government schools of rural Ludhiana by building separate toilets for girls in the region where none exist.



Nyaya Bharti, a first of its kind corporate initiative by Bharti Enterprises to provide legal assistance & aid and awareness / literacy to underprivileged undertrials across the country. The Program has facilitated the release of eight underprivileged undertrials on bail from jails in Delhi - NCR, since it became operational from April 2016.

12,723 Individual toilets

63,050 Beneficiaries

559 Villages covered

14 Girls' toilets in Government schools

Data as of 31st March 2016

During its decade long journey, Satya Bharti School Program has built a phenomenal reputation as one of India's largest privately-run rural school education initiative. More important than its physical reach, what is really being appreciated widely in Government circles and among educationists is its ability to spread best practices and its recognition as a fountainhead of quality education in the regions it operates in.

eShakti

Empowering rural women digitally

These days, Kamla Devi, an anganwadi worker from Burhanpur District in Madhya Pradesh, during her spare time, enthusiastically logs on to her Facebook account through her mobile and posts status update, uploads photograph and connects with friends. Big change from the days, when accessing internet seemed a far-off dream.

She is one of around 6,00,000 women who have gained digital literacy through 'eShakti,' Bharti Airtel's mobile internet literacy initiative. With a focus on women based in rural areas, the initiative was launched in Madhya Pradesh (July 2015) and Andhra Pradesh (November 2015) in collaboration with the state governments.

In Madhya Pradesh, the project is being implemented through young management trainees who are recruited by Airtel from reputed institutes. Under the initiative, interactive sessions are conducted with candidates to train them in operating internet at elementary level. Airtel also provides 100 MB free internet for a period of seven days so that the women can implement their learnings into practice.

While the project in Madhya Pradesh was recognised as the best social initiative at the ET Telecom Award 2016 in the 'Use of Telecom for Social Good' category, in Andhra Pradesh the Company was honoured by the State Government with the 'Best Telecom Service Provider' Award for 'Women Empowerment'.

**महिलाओं में इन्टरनेट साक्षरता हेतु
मध्य प्रदेश शासन द्वारा
भारती स्यरटेल की संयुक्त पहल**

विज्ञान एवं प्रौद्योगिकी विभाग, मध्यप्रदेश शासन



Mobile training sessions underway at different centres in Madhya Pradesh

Sunil Bharti Mittal takes over as ICC Chairman

Third Indian to be at the helm of the reputed global body since its inception in 1919



Sunil Bharti Mittal taking over as new Chairman of International Chamber of Commerce in Sao Paulo (Brazil). (Also seen in the picture) John Danilovich, Secretary General, International Chamber of Commerce (first from left); Roberto Azevêdo, Director-General, World Trade Organization (second from right) and Peter Mihok, ICC World Chambers Federation Chair (extreme right)

Sunil Bharti Mittal recently took over as the Chairman of International Chamber of Commerce (ICC), one of the oldest and most respected global business organisations in the world. The appointment was based on a voting by ICC's World Council held at Sao Paolo, Brazil in June 2016. He has taken over from Terry McGraw, Chairman Emeritus of S&P Global. With his appointment, Sunil became the third Indian business leader to hold this prestigious position in ICC's near -100 year history.

Founded in 1919, ICC is amongst the world's largest business organisations, which represents private-sector views to national governments and intergovernmental bodies around the world. It advocates for free trade and the market economy, working through a network of national committees

I am honoured at being given the opportunity to lead this prestigious global institution and look forward to working with our members to ensure that we continue to play a constructive role as the voice of global business in formulation of economic and trade policies to support inclusive growth.

- Sunil Bharti Mittal

and direct members in over 130 countries. It was awarded the highest level consultative status with United Nations (UN) in 1946 and since then has represented the private sector by engaging in a broad range of activities with the UN and its specialised agencies.

Open Network

First of its kind initiative makes mobile network information accessible to Airtel Customers

In a first of its kind initiative aimed at enhanced customer empowerment and transparency, Bharti Airtel has launched 'Open Network' as part of Project Leap to provide complete mobile network information to customers and encourage them to play a bigger role in improving their own mobile experience.

Under the new initiative, Airtel has opened up its mobile network information to its subscribers through an interactive online interface. The application shows mobile network coverage/signal strength along with network site deployment status across India. It uses a simple colour scheme that

Open Network is a paradigm shift in the way we engage with our customers. With this initiative, we are establishing complete transparency with regards to our mobile network and opening ourselves to customer scrutiny and feedback

- Gopal Vittal, MD & CEO (India and South Asia), Bharti Airtel

indicates to customers if Airtel's mobile network in an area is excellent, good, moderate or non-existent, along with the status of corresponding sites serving the area - 'existing', 'required', 'being upgraded' or 'forcibly shut down'. The interface uses geospatial tools and other technologies for accurate reporting of network coverage.

Customers can access the interface on the Company's web portal and on myAirtel mobile app which also enables them to register their network related issues. Subscribers can also contact the Airtel Call Centre or walk into any of the Airtel Flagship Stores across the country to do the same.



Open network makes cellular network information available on mobile screens

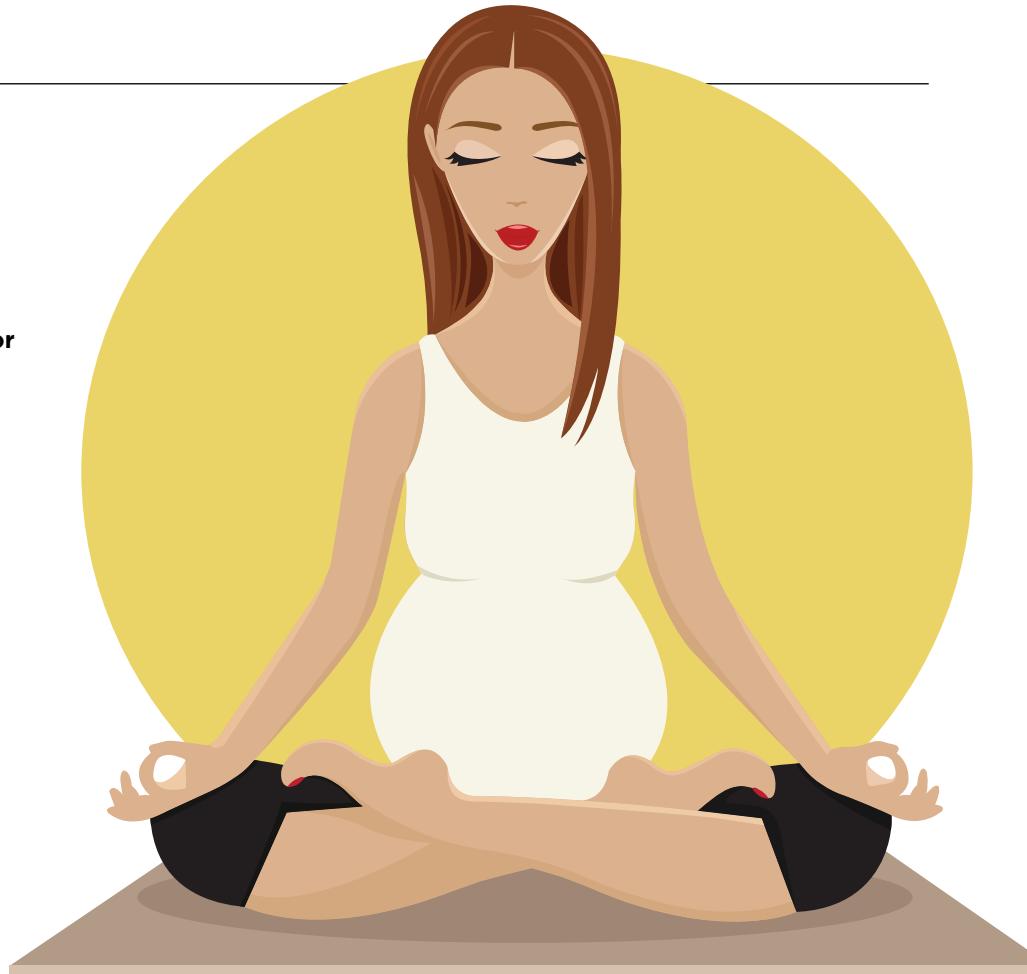


A women-friendly workplace

Airtel unveils new Parental Leave Policy, enhances maternity benefits for women employees

Creating a gender-diverse and a women friendly workplace has always been an overriding priority at Bharti. Living up to the vision, group flagship Bharti Airtel keeps on strengthening its women friendly measures like flexible work hours, increased maternity leave entitlement, robust grievance addressable system from time to time.

In view of the physical, emotional challenges facing women employees in cases of childbirth and adoption, Bharti Airtel recently updated its 'Parental Leave Policy' to help them cope better. In a major improvement over the existing leave policy, the Company has increased maternity leave for its employees from 12 weeks to 22 weeks. In case of adoption, if the child's age is less than two years, women employees can avail 12 weeks of leave. However, if age of the child is above two years then leave entitlement will be limited to six weeks. Interestingly, under the revised Parental Leave Policy, Paternity leave entitlement has also been increased to one week in both cases of adoption.



We are fully committed to promoting gender diversity across all levels of the organisation. With this new policy, our aim is to offer adequate work-life balance to women employees and ensure that they continue to contribute to the Airtel growth story.

- Gopal Vittal, MD & CEO (India & South Asia), Bharti Airtel

Fully conscious of women employees' challenges as mothers, the Company's office in Gurgaon already

has a modern day care facility for children to enable employees stay close to their tiny tots during the day.



Bharti Airtel receives Payments Bank license

Renames Airtel M-Commerce Services as Airtel Payments Bank, introduces new brand identity

Airtel M-Commerce Services, which began operations in 2011, was recently renamed as Airtel Payments Bank. The Bharti Airtel subsidiary also unveiled a new logo to reflect its new identity. The Company currently provides money transfer services and semi-closed wallet services (Airtel Money) with a presence in 800 plus towns across India. Kotak Mahindra Bank has a 19.90% stake in Airtel Payments Bank.

In April this year, Airtel Payments Bank became the first entity in India to receive a payments bank license from the Reserve Bank of India. The Company plans to start rolling out its banking network in the second quarter of the current Financial Year leveraging Airtel's massive national distribution network consisting of 1.5 million outlets to deliver banking services to the last mile. Shashi Arora has been appointed as the CEO and MD of Airtel Payments Bank.

Global TD-LTE Initiative 2.0 launch in Barcelona



(From left to right) Zhao Houlin, Secretary-General, ITU; Chang-Gyu Hwang, CEO, KT; Shang Bing, Chairman, China Mobile; Masayoshi Son, Chairman, Softbank Group; Gopal Vittal, MD and CEO (India & South Asia), Bharti Airtel and Craig Ehrlich, Chairman, GTI at the launch of Global TD-LTE Initiative 2.0 in Barcelona. The initiative aims to advance the existing 4G technology and to promote the global development of TD-LTE, encourage convergence with FDD and to foster a cross-industry innovative and a synergistic 5G ecosystem based on a five year strategic roadmap.



Bharti Airtel introduces industry-first self-regulation benchmark on Quality of Service

Amount calculated for exceeding the 1.5% QOS benchmark, subject to a maximum of INR 100 crore, to be contributed towards education of underprivileged children

In a first of its kind initiative in the industry Bharti Airtel has introduced a 25% more stringent voluntary benchmark of 1.5% for mobile call drops as against the present norm of 2% prescribed by Telecom Regulatory Authority of India (TRAI) under the Quality of Service regulations. Under the new benchmark, the Company will contribute Rs 1 lakh for every 0.01% increase in call drop

rate beyond 1.5% every month in each telecom circle, subject to a maximum of Rs 100 crore per annum. The amount generated is going to be donated towards the education of underprivileged children in rural areas. To ensure transparency, the Company will be reporting its Quality of Service data and the amount calculated on a quarterly/annual basis.



Airtel Africa brings quality healthcare to customer fingertips

Partners Apollo Hospitals to provide real time expert advice

Mobile subscribers of Airtel Africa have a reason to cheer as they can now access personalised healthcare advice from experts at Apollo Hospitals in real time. Airtel recently signed a Memorandum of Understanding (MoU) with Apollo Hospitals to launch 'Ask Apollo', a web and mobile enabled patient-centric service which allows subscribers the convenience of consulting Apollo doctors at any time, from anywhere. The platform allows customers in Africa to talk to doctors face-to-face



through video conferencing, or connect with them via voice or email. One can also upload clinical information including reports, images and scans, to be analysed by Apollo experts, who can then provide an opinion within a stipulated time.

Airtel Africa provides its customers with discounted consultation and enable easy payment options through Airtel Money or the customers Airtime.



Del Monte gives food lovers a reason to munch more

Introduces eight new Mayonnaise variants

Seeing the growing affinity of Indian kitchens towards Mayonnaise, Del Monte has broadened its offering in the emulsion category with the introduction of eight new variants in the mayonnaise segment.

Besides new packaging for the latest product range, Company is focusing on sampling of these variants (Eggless Mayo, Egg Mayo, Mint Mayo, Tandoori Mayo,



Cheesy Garlic Mayo, Sandwich Spread, Cheesy Dip and Tartare Dip) to generate consumer interest.

Based on the growing demand for Mayonnaise as a category and Del Monte's expertise in product innovation in the processed food segment, the new variants are expected to gain easy access to the wish list of foodies.



Centum Learning mobilises 54,000 youth in Bihar

Helps enhance State Government's reach in improving the welfare of underprivileged youth

To improve the socio-economic condition of underprivileged youth in Bihar, Centum Learning has taken a lead in driving Bihar Government's Bihar Mahadalit Vikas Mission (BMVM). Under the initiative, Centum Learning has mobilised 54,000 youth in the state through its skill development programme. Centum is training the targeted beneficiaries in different sectors.

With a focus on candidates aged between 18 and 30 years, who have cleared a minimum of grade eight, the project is being executed in two phases covering 38 districts of the state.



Bharti Infratel introduces Scholarship Program

Initiative to benefit over 100 students-with-disabilities in eight Northeastern states in India

Bharti Infratel has partnered with Shishu Sarothi, an Assam based non-profit organisation to start the 'Bharti Infratel Scholarship Program.' Under the program, in the next two years over 100 differently abled students will receive financial support from Bharti Infratel for pursuing higher education (professional or technical).

The Scholarship program is designed to benefit students across all the eight states of Northeast region – Assam, Manipur, Mizoram, Nagaland, Sikkim, Arunachal Pradesh, Tripura and Meghalaya.



PizzaExpress opens its tenth restaurant in India

Fourth restaurant in Delhi-NCR

Loud cheers greeted Bollywood actress Kalki Koechlin as she arrived to inaugurate the new PizzaExpress restaurant in Nehru Place, New Delhi. Based in Epicuria Food Mall (Nehru Place), it is the fourth restaurant in Delhi-NCR (National Capital Region), which became operational in June 2016.

Popular for offering authentic Italian pizzas, the globally renowned casual dining brand from UK is gaining immense popularity among food lovers. With footprint in Mumbai and Delhi, Gourmet Investments Private Limited (the master franchisee for PizzaExpress in India and South Asia) is now focused on taking the famous brand to other parts of the country in the coming years.



Sanjay Nandarajog, CEO, PizzaExpress India (left); Kalki Koechlin, Bollywood actress (middle) and Ramit B. Mittal, Business Development & Strategy Head, PizzaExpress India (Gourmet Investments Private Limited), the master franchisee for PizzaExpress in India and South Asia at the launch of PizzaExpress's tenth restaurant (right)

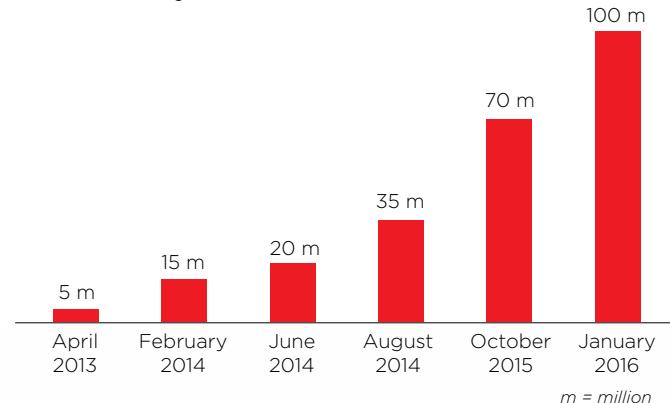
hike

Hike Messenger crosses the 100 million user landmark

Added the last 30 million customers in just three months

Ever since the launch of the mobile messaging application in December 2012, Hike Messenger (Hike) has been at the forefront of introducing powerful customer-centric features that enabled Hike to emerge as a versatile multi-platform messaging application. India born Hike crossed the 100 million user mark in just three months after crossing 70 million users in October 2015. The Company's strategy to be local backed by a bouquet of innovative features has enabled the app to strike an emotional chord with users, especially the youth. Presently, 90% of users are under the age of 30 and 90% of them are based in India. Hike is logging a monthly messaging volume of 40 billion messages doubling from 20 billion messages registered in August 2015. The Company's latest offering 'Games on Hike' reached a milestone of 100 million game-plays across

Hike's Journey to reach 100 million subscribers



five games (Snake, Solitaire, Chess, Word Rush and Sudoku), within 26 days of its beta launch.

Hike gets a new address

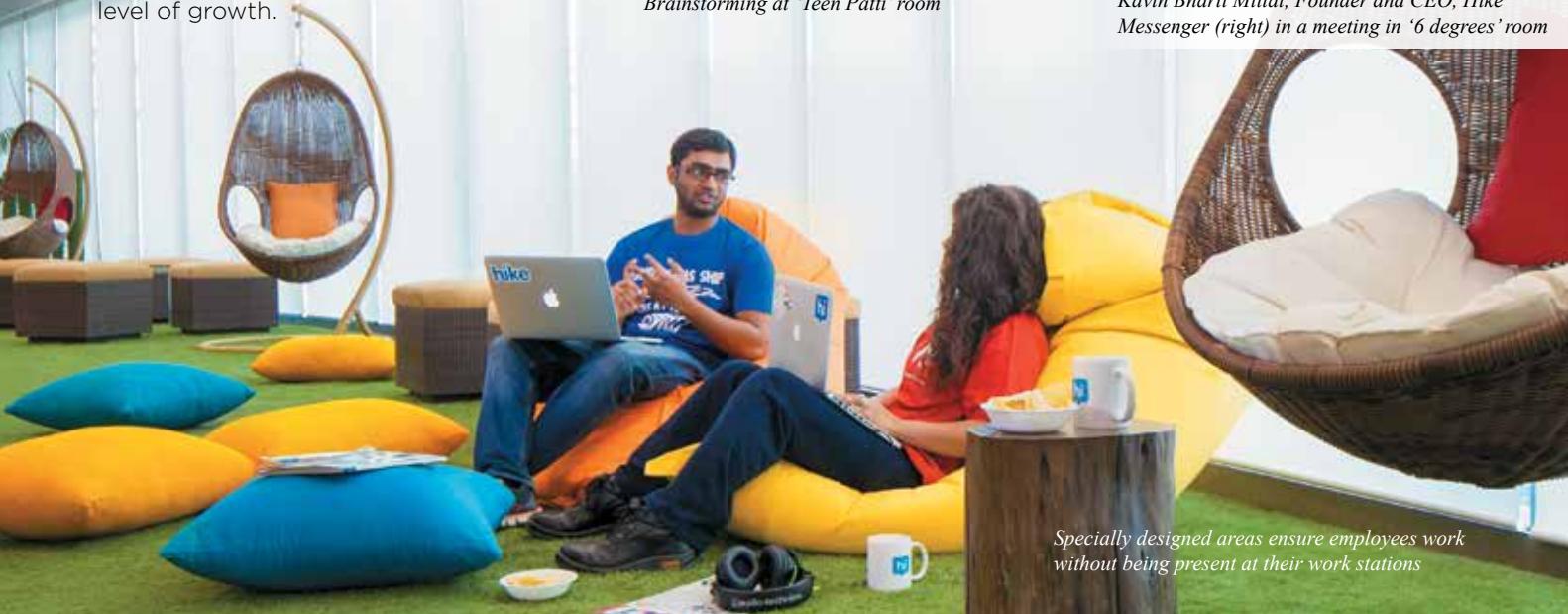
Hike Messenger unveiled its new headquarters (HQ) at Worldmark 1 in Aerocity, which is located close to the Indira Gandhi International (IGI) Airport in New Delhi. Spread over an area of 59,500 square feet, HQ is designed keeping in mind its youthful and enthusiastic workforce. Some of the new age features include nap room and quirky rooms with themes, few of which are inspired by world's best sci-fi movies. With a capacity to accommodate 400 people, Hike's new HQ is not just being talked about as one of the most happening workplaces in NCR but well poised to take the India born messaging app to the next level of growth.



Brainstorming at 'Teen Patti' room



Kavin Bharti Mittal, Founder and CEO, Hike Messenger (right) in a meeting in '6 degrees' room



Specially designed areas ensure employees work without being present at their work stations

Bharti on the Global Stage

Carnegie Endowment for International Peace opens center in India

Sixth international centre of the global think tank Carnegie Endowment for International Peace was opened in India early this year. As a Carnegie Trustee and part of Carnegie India's Founders Committee, Sunil Bharti Mittal supports the organisation's vision to produce quality public policy research about critical national, regional and global issues. Based in New Delhi, Carnegie India is led by local experts. Carnegie's other centers are located in Beijing, Beirut, Brussels, Moscow and Washington.



Sunil Bharti Mittal (second from left); William J Burns, President, Carnegie Endowment for International Peace (fifth from left) meet Shri Narendra Modi, Hon'ble Prime Minister of India ahead of Carnegie India's launch along with C Raja Mohan, Director, Carnegie India (third from left) and Shivnath Thukral, Managing Director, Carnegie India (first from left)



Sunil Bharti Mittal (fourth from right); William J Burns, President, Carnegie Endowment for International Peace (fifth from right); His Excellency, Shri Pranab Mukherjee, President of India (sixth from right) along with C Raja Mohan, Director, Carnegie India (third from right); Ashley J. Tellis, Senior Associate, South Asia Program, Carnegie Endowment for International Peace (third from left) and Shivnath Thukral, Managing Director, Carnegie India (First from left) on the eve of inauguration of Carnegie's centre in India.



Sunil Bharti Mittal at the World Trade Organisation (WTO) in Geneva



Sunil Bharti Mittal at a dinner hosted by Mark Zuckerberg, Founder, Chairman and CEO, Facebook in Barcelona



Sunil Bharti Mittal with His Excellency, Francois Hollande, President of the Republic, France at Elysee Palace



Rakesh Bharti Mittal with His Excellency Dr. Ernest Bai Koroma, President, The Republic of Sierra Leone

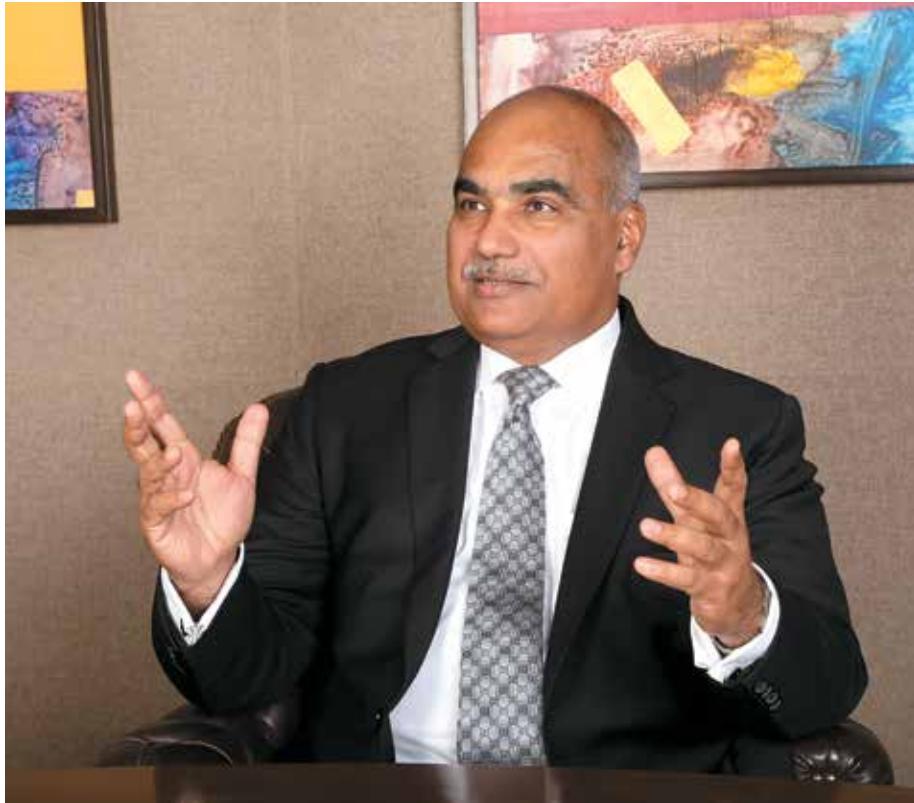


Rakesh Bharti Mittal with His Excellency Pranab Mukherjee, President of India at the Rashtrapati Bhavan



In Focus

Sushil Kumar Sayal
CEO & MD, Bharti Realty



Sushil identifies “Green” and “Smart” as the new industry trends, and says, ‘currently niche but will soon be a regular feature as consumer awareness grows’.

An engineer by profession, Sushil Kumar Sayal is a well-known industry veteran with over 30 years of experience in the real estate sector. Recently, he donned the hat of an author when he wrote his first book, ‘Inside unreal Estate - A journey through India’s most controversial sector’ based on his industry experience and personal insights.

He believes Bharti Realty’s focus on quality, on-time delivery of projects and improving backend services of the existing projects have helped it emerge as one of the most admired companies in the sector. He is particularly proud of the way the Company addresses the concerns of its partners, agencies, consultants and other vendors in a timely manner to build a long term relationship with them. Sushil admits entry into the residential segment constitutes the next big challenge for him and the Company. He strongly believes World mark, Bharti Realty’s well known commercial project in Delhi’s Aero City, is soon going to be counted among India’s premier names in its category.

Sushil identifies “Green” and “Smart” as the new industry trends, and says, ‘currently niche but will soon be a regular feature as consumer awareness grows’.

A fellow member of the Royal Institution of Chartered Surveyors of UK (FRICS), Sushil holds a Degree in Civil Engineering from the Institution of Engineers, Calcutta where he is also an associate member. He attributes the reason of his professional growth to hard work, belief in the principle of transparency and faith in his own ability. Sushil says, establishing Alpha G Corp (which he started along with a few of his friend several years ago) was not just an exciting experience as an entrepreneur but definitely constituted a high point for him on the professional front.

You get a glimpse of Sushil’s strong bond with family when he says that on holidays he likes to relax with family. Singapore is the preferred holiday destination for him and his wife Kaniika and their two children.

BHARTI AIRTEL RECEIVES GLOBAL RECOGNITION IN CORPORATE TRANSPARENCY

Ranked first in Transparency International's listing of 100 emerging market multinational companies

Anti-corruption watchdog Transparency International has placed Bharti Airtel in the top position in a listing of 100 emerging market multinational companies as part of its latest study on corporate transparency and reporting.

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 on a scale of 0-10, where 0 is least transparent and 10 is most transparent. The overall ranking, termed as index, was based on the cumulative outcome in three categories.

Bharti Airtel topped the list with an overall score of 7.3 out of 10. According to the study, Company also scored 100% in 'organisational transparency'.

Top 10 Transparency International Ranking

1. Bharti Airtel

2. Tata Communications

3. Mahindra & Mahindra

4. Tata Consultancy Services

5. Tata Global Beverages

6. Tata Motors

7. Tata Steel

8. Wipro

9. Petronas

10. Tata Chemicals

Address your contributions, thoughts and suggestions to:

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