



Bharti AXA Life launches operations in Nagpur

*Expands presence to 5 branches in the State;
Establishes presence in 6 Airtel Relationship Centres in the city*

Nagpur, February 08, 2008: Bharti AXA Life Insurance Company Limited, the private life insurance joint venture between Bharti Enterprises and AXA Group, today announced the launch of its operations in Nagpur. This is the fifth branch of the company in Maharashtra, after Mumbai, Pune, Aurangabad and Nasik.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life said, "We are delighted to launch our branch in Nagpur, a fast-developing city and an important trade centre for the State. In the midst of economic progress, the city is home to a large urban population. Our well-performing products, highly qualified advisors and a world-class customer service platform will, I believe, offer an opportunity for this population to protect their economic activity with life insurance, while supporting their financial progress with quality wealth management solutions.

In addition to the branch, the Company has established its presence in 6 Airtel Relationship Centres (ARCs) in Nagpur, where Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection.

"Across India, we will be present in approximately 350 ARCs by March 2008. The ARC initiative is a part of our innovative distribution channel, Telcassurance which aims to reach out to the over 57 million national telecom customer base of Bharti Airtel. Our branch and distribution plans for Maharashtra and the Western Region, coupled with our focus on high-end training for advisors will provide customers access to professional insurance and investment advice. This, supported by the fully-equipped branch infrastructure will enable us provide our customers quality service from within their city," says Mr. Saxena.