



## **Bharti AXA Life launches operations in Salem**

**Salem, January 22, 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 Salem. The company is also launching its Vellore and Thiruchirappalli branches today. The Salem branch will be located at.....

The branch presence of Bharti AXA Life in Tamil Nadu now spans 8 cities including Vellore and Thiruchirappalli.

Commenting on the launch, Mr. V Srinivasan, Chief Financial Officer of Bharti AXA Life said, "The launch of our operations in Salem, a high-potential market in Tamil Nadu, is a firm step towards our expansion plans for the State. I am confident that our quality financial protection and wealth management services will help protect the economic activity and progress of this market.

In addition to the branch, the Company has extended its presence to ..... Airtel Relationship Centres (ARCs) in Salem, 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 50 million national telecom customer base of Bharti Airtel," says Mr. Srinivasan.

"Our branch and distribution plans for Tamil Nadu and the Southern Region, coupled with our focus on 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.

broadband and enterprise services. Bharti Airtel was recently ranked amongst the best performing companies in the world in the BusinessWeek IT 100 list 2007. Bharti Teletech is the country's largest manufacturer and exporter of telephone terminals. Bharti has a joint venture with ELRo Holdings India Ltd. – 'FieldFresh Foods Pvt. Ltd' - for global distribution of fresh fruits and vegetables. Bharti also has a joint venture - 'Bharti AXA Life Insurance Company Ltd.' - with AXA, world leader in financial protection and wealth management. Bharti has recently forayed into the retail business under a company called Bharti Retail Pvt. Ltd. It also has a joint venture – 'Bharti Wal-Mart Private Limited' – with Wal-Mart, for wholesale cash-and-carry and back-end supply chain management operations.