



Bharti AXA Life launches operations in Agra

Opens second branch in the State, following Lucknow

Agra, January 23, 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 Agra. The company opened its first branch in the State in Lucknow in July 2007 and further plans to strengthen presence in the State by launching branches in Kanpur and Varanasi by March 2008.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution & Marketing Officer, Bharti AXA Life said, "The launch of our Agra operations reiterates our focus on the Uttar Pradesh market. As a center for tourism and commerce, in addition to being a hub for higher education, Agra offers an attractive blend of a qualified and enterprising population, who will appreciate the need for financial protection and wealth management. 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, we would have extended presence in Agra through Airtel Relationship Centres (ARCs). Across India, we will be present in approximately 350 ARCs by March 2008."

Bharti AXA Life plans to establish its presence at 5 ARCs in Agra by early February 2008. Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection. The ARC initiative is a part of our innovative distribution channel, Telcassurance which aims to reach out to the over 53 million national telecom customer base of Bharti Airtel.

"Our initiative at the ARCs includes dedicated financial advisors supported with relevant branding and product literature.

Our branch and distribution plans for the 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," Mr. Saxena adds.