



## **Bharti AXA Life commences operations in Bhatinda**

*Expands presence to 9 cities in Punjab*

*To establish presence in 7 Airtel Relationship Centres in the city by Dec '07*

**Bhatinda, November 22, 2007:** 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 Bhatinda. The company is also launching its Abohar branch today, after the launch of its Amritsar, Jalandhar and Hoshiyarpur operations yesterday.

The branch presence of Bharti AXA Life in Punjab now spans 9 cities including Chandigarh, Ludhiana, Patiala and Nawashahar.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life said, "The launch of our operations in Bhatinda is a firm step towards our expansion plans for the State. With the industrialization drive added to the city's successes in the food grain and cotton businesses, financial services providers recognize Bhatinda as an attractive destination to set up their business. I am confident that our quality financial protection and wealth management services will help protect the economic activity and progress of the city's enterprising population."

In addition to the branch, the Company has extended presence in Airtel Relationship Centres (ARCs), where Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection. The Company has already extended its presence through ARCs in key Punjab markets, namely Chandigarh, Ludhiana and Amritsar.

"We will establish our presence in 7 ARCs in the Bhatinda belt by December 2007. Across India, we will be present in approximately 250 ARCs by December 2007. 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.

Our branch and distribution plans for Punjab and the Northern 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," says Mr. Saxena.

This branch launch is in line with Bharti AXA Life's emphasis on creating a national foot print by establishing a 77-strong branch network by the end of this financial year. By December 2007, we expect to launch around 20 branches in North India.