



Bharti AXA Life launches operations in Bhopal

- *Opens second branch in the State, following Indore*
- *To establish presence in 3 Airtel Relationship Centres in Bhopal by February '08*

Bhopal, January 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 Bhopal. The company opened its first branch office in the State in Indore in September 2007 and plans to strengthen presence in the Central Region in 2008.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution & Marketing Officer, Bharti AXA Life said, "We are delighted to launch our operations in Bhopal, an important city not just for our Madhya Pradesh business but for the entire Central Region. As the second largest city and capital of the State, Bhopal, with its industrial activity and small retail businesses, has a large insurable population. We believe that our well-researched product suite will offer financial protection and wealth management support to help protect financial progress of this population.

In addition to the branch, we would have extended presence in Bhopal through Airtel Relationship Centres (ARCs). We plan to establish our presence in three ARCs by February 2008. Across India, we will be present in approximately 350 ARCs by March 2008."

Bharti AXA Life has already established its presence at five ARCs in Indore. 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, 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.