



## Bharti AXA Life launches operations in Coimbatore

*-Opens second branch in Tamilnadu, following Chennai*

**Coimbatore, September 27, 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 Coimbatore, its second branch in the State following the launch of the Chennai branch earlier this year. The company is also launching its Erode and Tirupur branches today.

Commenting on the launch, Mr. Nitin Chopra, CEO, Bharti AXA Life said, "We are delighted to launch our operations in Coimbatore, a high-potential city not just for our Tamil Nadu business but for the entire Southern Region. This branch, along with Tirupur and Erode provides us a promising platform to cater to the enterprising population of a flourishing industrial belt.

With a powerful combination of good literacy rate, that enables understanding of the need for insurance for financial protection and wealth management, and good disposable incomes that provides not just an avenue for investment but the need to protect them, Coimbatore, Tirupur and Erode offer us tremendous growth potential.

I am confident that Bharti AXA Life will address the financial needs of diverse customer segments, not only in this zone but across the State with a well-researched product suite."

In addition to the branch, the Company is extending its presence in Coimbatore to three Airtel Relationship Centres (ARCs) by October 2007, 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 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 46 million national telecom customer base of Bharti Airtel," Mr Chopra added.

The launch of the Coimbatore branch 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.