



## **Bharti AXA Life Insurance launches first 'Telcassurance' initiative**

***- Launches presence in 20 Airtel Relationship Centres in the city***

***- Opens first branch***

***- To launch around 20 branches in North India by December 2007***

**New Delhi, May 31, 2007:** Bharti AXA Life Insurance Company, the private life insurance joint venture between Bharti Enterprises and AXA Group, today announced the launch of its first 'Telcassurance' initiative by establishing presence in around 50 exclusive Airtel Relationship Centres (ARCs) covering Mumbai, Bangalore, Chennai, Kolkata and Hyderabad, including 20 ARCs in New Delhi. This is alongside the launch of its first branch in the city at Tej Building on Bahadurshah Zafar Marg.

Says Mr Nitin Chopra, CEO, Bharti AXA Life Insurance, "We have launched 'Telcassurance' as a distribution channel to tap the vast potential that the 40 million Airtel customer base offers to our mass market business strategy. Our first initiative for this channel introduces to Bharti Airtel customers visiting ARCs, a range of life insurance services and access to quality advice on financial protection.

The fact that these services are offered by a group company of their trusted telecom services provider will, I believe, encourage this vast and fast expanding consumer group to buy life insurance. This will help us achieve the dual benefit of extending life insurance to a potential and growing customer base while contributing to the overall penetration of insurance in the country."

The company plans to establish its presence in around 250 ARCs by December 2007 to target the rapidly growing customer base of Bharti Airtel. "We aim to expand this coverage to 600-650 ARCs in the country by next year," adds Mr. Chopra.

Bharti AXA Life's initiative at the ARCs covers branding, access to product literature and dedicated financial advisors, with the objective of lead generation and providing access to quality financial advice.

In addition, the company has emphasized its presence in the city with the launch of its first branch. "This is in line with our emphasis on creating a national foot print by establishing a 75-strong branch network by the end of this financial year. The first branch for North, Delhi I believe, is a firm step towards our expansion plans for the region given that we expect to launch around 20 branches in the North by December 2007," says Mr Chopra.