



## **Bharti AXA Life Insurance launches operations in Goa**

**Goa, March 18, 2008:** Bharti AXA Life Insurance Company Limited, the private life insurance joint venture between Bharti Enterprises and AXA Group, today announced the launch of their operations in Goa by launching their first branch in Panjim.

Mr. Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life Insurance said, "Published data reveals that Goa is India's richest state with a GDP per capita two and a half times that of the country as a whole. This, in addition to the fact that it has a high literacy rate, makes Goa a potential market for financial services, especially life insurance.

A large literate population understands the need for insurance and wealth management, while good disposable incomes provide not just an avenue for investment but the need to protect them. This powerful combination, I believe offers tremendous growth potential for life insurance companies in the Goa market. I am confident that Bharti AXA Life will address the financial needs of the customer segments in the State with a well-researched product suite.

"In addition to the branch, we would have extended presence in Goa through Airtel Relationship Centres (ARCs). Across the State, we would be present in about 2 ARCs by December 2008. Across India, we will be present in approximately 350 ARCs by the end of this month."

The ARC initiative is a part of the Company's innovative distribution channel, Telcassurance which aims to reach out to the over 60 million national telecom customer base of Bharti Airtel. Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection.

"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.