



## **Bharti AXA Life launches operations in Madhya Pradesh**

- *Opens first branch office in Indore*

**Indore, September 24, 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 Madhya Pradesh. The company opened its first branch office in the city today and plans to strengthen presence in the Central Region during the 2007-08 financial year.

Commenting on the launch, Mr. Nitin Chopra, CEO, Bharti AXA Life said, "We are delighted to launch our operations in Indore, a high-potential city not just for our Madhya Pradesh business but for the entire Central Region. Indore presents a perfect blend of traditional and modern industrial houses. While on the one hand, it has a flourishing agribusiness, on the other hand it has a growing IT presence, making it the highest contributor to the revenues of the State. This commercial capital and largest city of Madhya Pradesh has thus thrown open enormous employment opportunities to the large talent pool in India. This trend has contributed to the availability of a large insurable population in the city. We believe that our well-researched product suite will help protect financial progress of this population which appreciates the need for financial protection and wealth management."

In addition to the branch, the Company has extended its presence in Indore to four 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.

"Our initiative at the ARCs includes dedicated financial advisors supported with relevant branding, product literature. We aim to establish our presence in ARCs at Bhopal very shortly.

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.

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. Chopra adds.

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.