



## **Bharti AXA Life commences operations in Mehsana**

*Strengthens presence in Gujarat with seven branches*

**Mehsana, November 20, 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 Mehsana. With this branch, the Company has expanded its presence to seven cities in Gujarat with branches at Ahmedabad, Surat, Anand, Vapi, Jamnagar and Rajkot.

Commenting on the launch of the Mehsana branch, Mr. Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life said, "The launch of our Mehsana operations reiterates our focus on the Gujarat market. The city, with its flourishing industrial activity, especially in the dairy sector, has an enterprising population, which we believe, will appreciate the need for quality financial protection and wealth management services. I am confident that we can make a difference in this market through our well-performing products, highly qualified advisors and a world-class customer service platform."

In addition to the branch network, the Company has extended presence in Airtel Relationship Centres (ARCs) in Gujarat, where Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection.

"Our branch and distribution plans for the region coupled with our focus on high-end training for advisors will provide customers access to professional insurance and investment advice. This, supported by our fully-equipped branches will ensure our customers receive top quality and localised service," Mr. Saxena adds.

This branch launch is in line with Bharti AXA Life's stated plans for an aggressive national roll-out of 77 branches by the end of this financial year.