



Bharti AXA Life launches operations in Nasik

*Expands presence to 4 branches in the State;
Establishes presence in 5 Airtel Relationship Centres in the city*

Nasik, February 04, 2008: 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 Nasik. This is the fourth branch of the company in Maharashtra, after Mumbai, Pune and Aurangabad.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life said, "We are delighted to launch our branch in Nasik, a fast-developing city and one of the most industrialised cities of the State. It's renown as an educational hub of northwestern Maharashtra has contributed to the availability of a large base of educated population in the city. Our well-performing products, highly qualified advisors and a world-class customer service platform will, I believe, offer an opportunity for this population to protect their industrial activity with life insurance, while supporting their financial progress with quality wealth management solutions.

In addition to the branch, the Company has established its presence in 5 Airtel Relationship Centres (ARCs) in Nasik, 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 350 ARCs by March 2008. The ARC initiative is a part of our innovative distribution channel, Telcassurance which aims to reach out to the over 57 million national telecom customer base of Bharti Airtel. Our branch and distribution plans for Maharashtra and the Western Region, coupled with our focus on high-end 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," says Mr. Saxena.