



## Bharti AXA Life launches operations in Puducherry

**Puducherry, September 30, 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 Puducherry. Mr Francois Stridy, Deputy Consul in the French Consulate of Puducherry inaugurated the branch at Chola Nagar today.

The Puducherry branch strengthens the Company's presence in the Southern Region, with its branch launches in Kochi, Coimbatore, Tirupur and Erode in September 2007.

Commenting on the launch, Mr. Nitin Chopra, CEO, Bharti AXA Life Insurance said, "With the France-based AXA as one of our joint venture partners, the launch of our Puducherry operations reaffirms our commitment to bringing to the Indian population AXA's global expertise in providing insurance and wealth management solutions for diverse consumer segments."

Emphasising on the potential that Puducherry offers, Mr. Chopra added, "The good disposable incomes in the city provides not just an avenue for investment but the need to protect them. This, I believe offers tremendous growth potential for insurers. I am confident that Bharti AXA Life will address the special financial needs of this market with a well-researched product suite."

The launch of the Puducherry branch is in line with the Company's emphasis on creating a national foot print by establishing a 77-strong branch network by the end of this financial year.

"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 said.

In addition to its branch network, Bharti AXA Life has extended presence in 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.

"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," Mr Chopra added.