



Bharti AXA Life launches its second branch in Pune

Pune, February 05, 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 second branch in Pune. This branch launch is in line with the company's plans to strengthen presence in the Western Region.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution and Marketing Officer of Bharti AXA Life said, "Our second branch in Pune highlights the city's potential to significantly contribute to our Western Region business. The city's rapid economic progress makes it an attractive destination for the large talent pool in India. We are confident that our financial protection and wealth management services will protect the economic progress of the city's large insurable population.

In addition to the branch, the Company has strengthened its presence in the city by establishing presence 14 Airtel Relationship Centres (ARCs). 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."