



Bharti AXA Life launches operations in Pune

*Focus on Western Region with plans to launch over 16 branches
by end of FY 2007-08;*

Launches presence in 6 Airtel Relationship Centres in the city

Pune, July 06, 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 Pune. The company opened its first branch office in the city today and plans to strengthen presence across the Western Region in the 2007-08 financial year.

Commenting on the launch Mr. Nitin Chopra, CEO, Bharti AXA Life Insurance said, “We are delighted to launch our operations in Pune, a high-potential city not just for our Maharashtra business but for the Western Region as a whole. To keep pace with the economic growth in the city, we would be launching another branch in Oundh, Pune shortly, in addition to this first branch. This is in keeping with our focus on the Western Region, with plans to open over 16 branches by the end of the current financial year.

In addition to our branch network, we would have extended presence in the city through Airtel Relationship Centres (ARCs), where Bharti Airtel customers visiting ARCs have access to a range of life insurance services and quality advice on financial protection. Our initiative at the ARCs covers branding, access to product literature and dedicated financial advisors. In Pune, we have established our presence in 6 ARCs and hope to expand to all the ARCs in the city by December 2007. 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 40 million national customer base of Bharti Airtel.”

Emphasising the potential that Pune offers, Mr Chopra said, “The city is a major industrial centre, with proven growth in Information Technology (IT), automobile, engineering and other industrial sectors, thus throwing 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 young population which appreciates the need for financial protection and wealth management.

Our 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,” says Mr Chopra.

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.