

Bharti AXA Life commences operations in Rajkot

Rajkot, November 6, 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 Rajkot. The Company is also launching its Jamnagar operations today, taking its total number of branches in Gujarat to six, including Ahmedabad, Surat, Anand and Vapi.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution & Marketing Officer of Bharti AXA Life said, "The launch of our Rajkot operations is a firm step in our expansion plans for Gujarat. I am confident that the enterprising population in the State will appreciate the need for financial protection and wealth management, providing an opportunity for our well-researched product suite to help protect their financial activity and progress. I believe that our product suite will help to improve acceptance of life insurance as a financial protection and wealth creation tool, while improving insurance penetration in the State."

In addition to the 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. The Company aims to expand its presence to 600-650 ARCs across India by December 2008.

Within the next two months, the Company plans to establish its presence in around 250 ARCs across India to target the rapidly growing customer base of Bharti Airtel. "Of this, around 25 ARCs would be in Gujarat.

Our distribution plans for the region coupled with our focus on training for advisors will provide customers, access to professional insurance and investment advice, while the fully-equipped branch infrastructure will enable us provide our customers quality service from within their city," adds Mr Saxena.

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.