

Bharti AXA Life launches operations in Jharkhand

Launches first branch in Ranchi

Ranchi, February 13, 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 Jharkhand, with its first branch office in Ranchi.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution & Marketing Officer of Bharti AXA Life said, "The launch of our Jharkhand operations is an important step in our expansion plans for the East. Ranchi, its largest city and a prominent commercial, industrial and educational hub of eastern India has been an attractive destination for a young and vibrant population from across the country. The city's rising employment opportunities have contributed to a good influx of mass to moderate population.

We believe that our well-researched product suite will help protect the economic activity of this population with insurance, while supporting their financial progress with wealth management solutions.

In addition to the branch, we would have extended presence in Ranchi through Airtel Relationship Centres (ARCs). 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 60 million national telecom customer base of Bharti Airtel. Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection.

"Our initiative at the ARCs includes dedicated financial advisors supported with relevant branding and product literature. 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. Saxena adds.