



Bharti AXA Life launches operations in Salem

Expands presence to 8 branches in the State

Salem, January 18, 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 Salem. In line with its focus on the South, the Company is also launching today its Vellore and Thiruchirappalli branches, in addition to its second Chennai branch.

With these branch launches, Bharti AXA Life has expanded its presence in Tamil Nadu to 8 cities, including Coimbatore, Tirupur and Erode.

Commenting on the launch, Mr. V Srinivasan, Chief Financial Officer of Bharti AXA Life said, "The launch of our operations in Salem, a high-potential market in Tamil Nadu, is a firm step towards our expansion plans for the State. The city's strong industrial base makes it an attractive market for our quality financial protection and wealth management services. I believe that our life insurance solutions will protect and support the economic activity and progress of this enterprising population."

In addition to the branch, the Company plans to establish its presence in 3 Airtel Relationship Centres (ARCs) in Salem by March 2008, 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 350 ARCs by March 2008. The ARC initiative is a part of our innovative distribution channel, Telcassurace which aims to reach out to the over 53 million national telecom customer base of Bharti Airtel.

Our branch and distribution plans for Tamil Nadu and the Southern 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. Srinivasan.