



Bharti AXA Life launches operations in Trichy

Expands presence to 8 branches in the State

Trichy, January 23, 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 Trichy. In line with its focus on the South, the Company is also launching today its Vellore and Salem 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 Trichy, a high-potential market in Tamil Nadu, is a firm step towards our expansion plans for the State. As the fourth largest city of Tamilnadu and with its renown for educational strengths, Trichy is home to a large literate population that appreciates the need for financial protection and wealth management. I believe that our life insurance solutions will cater to the financial needs of this population."

In addition to the branch, the Company plans to establish its presence in 2 Airtel Relationship Centres (ARCs) in Trichy 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, Telcassurance 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 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," says Mr. Srinivasan.