



Bharti AXA Life opens third branch in Kerala

- *Launches Trivandrum operations*
- *Plans to strengthen presence to 13 branches in the State by Dec 2008*

Trivandrum, February 11, 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 Trivandrum. This is the third branch launch for the company in Kerala, after Calicut and Kochi.

The Company plans to expand its presence in the State to 13 branches covering Kottayam, Thrissur, Kollam, Kannur, Mallapuram, Pathanamthitta, Alapuzha, Palakkad and Thiruvalla by end of December 2008.

Commenting on the launch, Mr. Tim Thomas, Chief Operating Officer, Bharti AXA Life said, "We are delighted to launch our operations in Trivandrum, a high-potential city for our Kerala business. While the Kerala market as a whole is characterized by a powerful combination of high literacy rate and good disposable incomes, Trivandrum especially is home to a large educated and urbanized population. As the largest and most populous city of Kerala, and a major academic hub, the city provides us a good opportunity to offer our quality financial protection and wealth management services to this large and potential market.

We will continue to expand our footprint in the State to fully tap its growth potential. We will make a difference for our customers here through well-performing products, highly qualified advisors and a world-class customer service platform."

In addition to the branch, the Company 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 advice on financial protection. The Company's initiative at the ARCs includes dedicated financial advisors supported with relevant branding and product literature.

"In Trivandrum, we will be present in 2 ARCs by end of February 2008. We will establish our presence in ARCs across Kerala covering Kottayam, Calicut, Thrissur and Kollam by March 2008. We are already present in 4 ARCs in Kochi.

Across India, we will be present in approximately 350 ARCs by March 2008. The ARC initiative is a part of our innovative distribution channel, Telcassuranc, which reaches out to the 57 million national telecom customer base of Bharti Airtel," Mr Thomas added.