



Bharti AXA Life commences operations in Vapi

- *To be present in 9 cities in Gujarat by December 2007*

Vapi, October 16, 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 Vapi. The company is also launching its Anand branch today, thus increasing its branch presence in Gujarat to four, following the launch of its Ahmedabad and Surat operations earlier this year.

Bharti AXA Life plans to strengthen its presence in Gujarat by launching 10 branches spread across nine cities in the State, including Rajkot, Bhavnagar, Jamnagar, Mehsana and Vadodhara by December 2007.

Commenting on the launch of the Vapi branch, Mr. Tim Thomas, Chief Operating Officer of Bharti AXA Life said, "The launch of our Vapi operations is a firm step in our expansion plans in the Gujarat market. With its flourishing industrial activity and proximity to larger industrial centres, including Mumbai, Vapi is a focus market for us in Gujarat. I believe that the city's enterprising population will appreciate the need for quality financial protection and wealth management services to protect their financial activity. We will make a difference in this market through our well-performing products, highly qualified advisors and a world-class customer service platform."

In addition to the branch network, 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 quality advice on financial protection.

"Our branch and distribution plans for the region coupled with our focus on high-end training for advisors will provide customers access to professional insurance and investment advice. This, supported by our fully-equipped branches will ensure our customers receive top quality and localised service," Mr. Thomas adds.

This branch launch is in line with Bharti AXA Life's stated plans for an aggressive national roll-out of 77 branches by the end of this financial year.