

Bharti AXA Life launches operations in Varanasi

- *Expands presence to four branches in UP*

Varanasi, February 4, 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 Varanasi. The Company is also launching its Kanpur branch today, taking the number of branches in the State to four, following the earlier launch of Lucknow and Agra branches.

Commenting on the launch, Mr. Shyamal Saxena, Chief Distribution & Marketing Officer, Bharti AXA Life said, "The launch of our Varanasi operations is an important step in our expansion plans for Uttar Pradesh. With its numerous small cottage industries, especially producing textiles, and related small scale industries, Varanasi is home to an enterprising 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 Varanasi through Airtel Relationship Centres (ARCs). Across India, we will be present in approximately 350 ARCs by March 2008."

Bharti AXA Life plans to establish its presence at 2 ARCs in Varanasi by end of February 2008. Bharti Airtel customers visiting these ARCs have access to a range of life insurance services and quality advice on financial protection. The ARC initiative is a part of our innovative distribution channel, Telcassurance which aims to reach out to the over 57 million national telecom customer base of Bharti Airtel.

"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.