



## **Bharti AXA Life launches operations in Vijayawada**

- *Opens second branch in Andhra Pradesh, following Hyderabad*

**Vijayawada, October 12, 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 Vijayawada. The Vijayawada branch is the second branch of the company in Andhra Pradesh (AP), following the launch of its Hyderabad operations last year.

Commenting on the launch, Mr. Tim Thomas, Chief Operating Officer of Bharti AXA Life said, "We are delighted to launch our operations in Vijayawada, a high-potential city not just for our AP business but for the entire Southern Region. As the third largest city in AP with a flourishing industry and a strong commercial foundation, the city has an enterprising population which would appreciate the need for financial protection and wealth management. 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.

"We have established presence in 200 ARCs spread across 16 cities in the country, out of which 19 ARCs are in Hyderabad. Across India, we will be present in approximately 250 ARCs by December 2007. The ARC initiative is a part of our innovative distribution channel, Telcassurance which aims to reach out to the over 50 million national telecom customer base of Bharti Airtel," Mr Thomas added.

The launch of the Vijayawada branch is in line with Bharti AXA Life's emphasis on creating a national foot print by establishing a 77-strong branch network by the end of this financial year.