airtel unveils new youthful and dynamic global identity

- **Crosses the 200 million customers landmark, reinforces leadership position in global telecom**
- **A R Rahman composes a refreshed airtel signature tune in line with the new identity and global outlook**

New Delhi, 18th November 2010: Bharti airtel, a leading global telecommunications company, today unveiled a new identity – a shared worldwide vision across its operations in 19 countries in Asia and Africa. airtel also announced that it has crossed the significant milestone of 200 million customers, reinforcing its leadership position in global telecom.

Announcing this, **Mr. Sunil Bharti Mittal, Chairman and Managing Director, Bharti airtel** said, "Fifteen years ago Bharti airtel started its journey in India with a promise of delivering world class and affordable services. Today, as we expand on the global stage, this new brand identity gives us the opportunity to present a single, powerful and unified face to our customers, stakeholders and partners around the world. It reinforces our promise to deliver innovative services and a superior brand experience to our 200 million customers across Asia and Africa."

From the birth of the brand as a single city operation in India, airtel has truly gone global today with the creation of a single and unified identity across the world. The new face of airtel is youthful, international, inclusive and dynamic – representing the journey of the first Indian brand to go truly global. The new identity underlines airtel's willingness to embrace everything that is new. The red colour, which is an integral part of the brand, continues to represent the energy and dynamism that has made airtel the success it is today. The new curved addition to the logo is a symbol which will help ensure instant recognition across diverse international markets.

The airtel signature tune has also been refreshed by A R Rahman making it youthful and dynamic in line with the new visual identity. Like the earlier tune, which has made history as world's most downloaded mobile music with over 150 million downloads, the maestro has once again delivered a master piece. The new tune retains the essence of the original but uses an inspiring musical style, with a universal appeal, that will be loved by listeners the world over.

The unveiling of the new identity also marks the 200 million customers milestone for airtel. airtel crossed 50 million customers in October 2007 and 100 million in May, 2009. The company added the next 100 million customers in just 18 months. This further cements airtel's positions as one of world's leading telecom companies.

For its customers in India, airtel also announced that it was on course to launch its 3G services by the end of the year.

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About Bharti airtel Limited

Bharti airtel Limited is a leading global telecommunications company with operations in 19 countries across Asia and Africa. The company offers mobile voice & data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long distance services to carriers. Bharti airtel has been ranked among the six best performing technology companies in the world by BusinessWeek. Bharti airtel had 200 million customers across its operations. To know more visit www.airtel.in