'Kyamon acho Bangladesh' says airtel

- Joins worldwide family of over 200 million airtel customers with new youthful and global identity as airtel Bangladesh

Dhaka, December 20, 2010: Bharti airtel, a leading global telecommunications company with operations in 19 countries across Asia and Africa, today announced the launch of its mobile services in Bangladesh under the airtel brand. With this, airtel Bangladesh joins the global airtel family of 200 million customers having completed the acquisition of Warid Telecom, Bangladesh from the Dhabi Group.

On the occasion, **Chris Tobit, CEO - airtel Bangladesh** said, "We are extremely honoured to begin our journey in Bangladesh with our new global identity. We know the people of Bangladesh are very passionate about their identity, their culture and their language. The airtel brand will represent these values, while retaining the youthfulness and dynamism of the global brand so that our customers here can enjoy the same best-in-class brand experienced across continents. We have already begun work to take our mobile network deeper into the rural areas and deliver world-class and affordable mobile services."

The airtel brand in Bangladesh will be launched with the brand promise: "Bhalobashar tane, pashe ane." The CEO added "Our brand promise reflects what is unique and different about us. We are here to keep our customers connected not only to each other but with what they love the most in every part of their lives - music, games, entertainment, networking etc.

Along with a bouquet of voice and data services, the communication experience of airtel customers will be enriched through a variety of innovative lifestyle-based services." At every point, airtel customers will get to enjoy superior value which is made possible by airtel's scale and unique business model.

airtel Bangladesh customers will now be able to experience rich multimedia contents with the launch of 'airtel live' - the WAP portal offering customers content like Games zone, Video post, Picture post and various other first of a kind VAS such as "*Gaan Bolo, Gaan Pao*", Cricket Caller tunes, Classified services and App Central (with 20,000 rich apps).

airtel also unveiled a GPS-based Vessel Locating Service to enable tracking of fishing vessels for the fishermen community, in line with the promise of taking mobile telephony into rural areas. Customers in rural Bangladesh can look forward to experiencing many such innovative services in the near future as part of airtel's focus on contributing towards the vision of Digital Bangladesh.

In the past 11 months, airtel Bangladesh has begun deploying a state of the art mobile network; expanding its coverage in rural Bangladesh. More customers in larger parts of the country will be able to enjoy enhanced voice quality and faster data access.

airtel Bangladesh has around 4 million customers to date and covers 64 districts in the country.

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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 has over 200 million customers across its operations as of end of November, 2010. To know more visit www.airtel.in