



February 05, 2013

The Bombay Stock Exchange Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai-400001
Fax No. 022-22723121/1919/3027/2039/2061/2041

National Stock Exchange of India Limited
"Exchange Plaza" C-1, Block G
Bandra Kurla Complex
Bandra (E)
Mumbai-400051
Fax No. 022-26598237/38

Ref.: Bharti Airtel Limited (532454/BHARTIARTL)

Sub: Press Release dated February 05, 2013

Dear Sir,

In terms of clause 36 of the listing agreement, we are enclosing herewith a press release titled 'Bharti introduces new model for managing fixed line and DSL Broadband networks' being issued by the Company.

Please also note that Bharti Airtel Limited has acquired balance equity stake in Alcatel Lucent Managed Network Service India Limited (ALMNSIL) from Alcatel Lucent India Limited. Upon acquisition ALMNSIL has become a wholly owned subsidiary of Bharti Airtel Limited.

Kindly take the same on record.

Thanking you,

Sincerely Yours,

For Bharti Airtel Limited.


Rajendra Chopra
Dy. Company Secretary



Bharti Airtel Limited
(A Bharti enterprise)



Bharti introduces new model for managing fixed line and DSL Broadband networks

The innovative model, on the lines of Indus Towers, will bring major cost benefits to operators

- Having pioneered the outsourcing model in the telecom industry, Bharti breaks new ground in network management
- Will offer the Company better control over networks and enhance customer satisfaction
- Will allow an integrated view of the Company's network in a non-linear data market

New Delhi, February 1, 2013: Bharti Airtel ("Bharti"), a leading global telecommunications services provider with operations in 20 countries across Asia and Africa, today introduced a new business model for managing fixed line and DSL broadband networks, on the lines of Indus Towers.

Bharti will initially acquire the entire equity stake of Alcatel Lucent India in Alcatel Lucent Managed Network Service India - a joint venture between Bharti and Alcatel Lucent India Ltd. to manage and deploy the former's fixed line and broadband network in India. The operations of the entity will be strengthened by the transition of proven tools, processes and all manpower & skilled resources from the existing joint venture. It will operate independent of Bharti and going forward, will invite other operators to join in with equity participation and bring the management of their broadband and fixed line networks under its fold.

Sanjay Kapoor, CEO (India & South Asia) – Bharti Airtel said, *"Bharti pioneered the outsourcing model that helped revolutionize the telecom industry and with this innovative model we are breaking new ground in an industry which is on the cusp of a massive data growth. This new model, along with our recently launched Network Experience Centre, will provide us greater control over the delivery of a world-class data experience to customers across our portfolio of networks."*

Munish Seth, President and Managing Director, Alcatel-Lucent India said, *"We are extremely proud that the Joint Venture was a catalyst in transforming Bharti's Telemedia business at an accelerated pace and setting the stage for the next stage of transformation. The formation of this new model is a step in that direction and will leverage the core competencies that Alcatel Lucent Managed Network Service India has built over time."*

Shishir Kumar, CEO - Upper North, Bharti Airtel has been appointed as the CEO of the entity.

Bharti Airtel provides broadband (DSL), data and telephone services (fixed line) in 87 cities across India with 3.3 million customers of which, 1.4 million subscribe to broadband / internet services.

About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed



line services, high speed DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G wireless services and mobile commerce. Bharti Airtel had over 260 million customers across its operations at the end of December 2012. To know more please visit, www.airtel.com