



## THE MARKET

Affordability, innovation and community engagement are the three pillars of success for Airtel Africa, which owns and operates mobile communications networks across sixteen markets in Africa. As part of Bharti Airtel, the company boasts over 200 million customers globally and, since its acquisition of Zain's African businesses in June 2010, has become the fifth largest telecoms company in the world.

In Africa alone, Airtel has over 40 million customers to date and aims to attract more than 100 million customers across the continent, as well as to become Africa's most loved brand by 2015. It aims to achieve this through fulfilling its vision of making telephony available and affordable for the masses across Africa, even in the most remote areas which are at present disconnected from the world.

A progressive company, Airtel has changed the game in global mobile communications by pioneering a managed services outsourcing model and partnering with leading global technology vendors like IBM and Ericsson. These partnerships ensure that Airtel delivers consistently excellent customer services and its networks feature the latest generation technologies.

## ACHIEVEMENTS

In February 2011, Airtel Africa scooped two awards at the premiere annual telecom industry awards, the Mobile World Congress (MWC) Global Mobile Award 2011.

The company was awarded the 'Best Mobile Money Product or Solution' and 'Best Customer Care and Customer Relationship Management (CRM)' for its recently launched innovative payment product, known as Airtel Pay OnLine and a customer relationship management solution

named Airtel Treasure Hunt.

The winning Best Mobile Money Product or Solution, the Airtel Pay OnLine, is touted as the world's first virtual card that operates off a wallet residing on a mobile phone. This innovative payment offers communities the opportunity for greater participation in the financial system as they realise the substantial benefits of mobile commerce. The single use debit card offering is a partnership between Airtel, MasterCard and Standard and Chartered Bank.

Airtel's second plaudit at the event, Airtel Treasure Hunt, was a joint submission between Airtel and Tango Telecoms, a mobile systems solutions provider. The innovation, known as Dynamic Pricing Service, gives Airtel the ability to price Voice and Data services dynamically based on location, cell load, time of day, subscriber type and/or subscriber activity. The service was launched in Niger, Uganda, Zambia and Congo.

The two awards mark a key milestone in Airtel's quest for relevant and innovative mobile solutions that will transform the lives of millions of users across the continent. The Global Mobile Awards are the most coveted awards in the global mobile industry and encompass leading players across all the subsectors spanning 219 countries, nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, internet companies and media and entertainment organisations.

## HISTORY

In November 2010 Bharti Airtel launched the Airtel brand across the continent. At launch events held simultaneously across the markets, Airtel revealed its new logo and outlined the company's

vision for the future of communications in Africa.

In a message to stakeholders, Manoj Kohli, CEO (International) and joint Managing Director, Bharti Airtel, explained that by operating under a single brand across Africa, Airtel will deliver on its vision to provide affordable and innovative mobile services for all.

In addition to hosting a press conference and a VIP event, Airtel also celebrated its brand launch by donating a lifetime Airtel package – comprising of a Nokia mobile phone, SIM card and free talk time and SMS credits – to all babies born in select hospitals across Africa. The package, now available from retail outlets, further demonstrates Airtel's commitment to make mobile communication more affordable for everyone.

## THE PRODUCT

Airtel provides mobile communications services across sixteen markets in Africa, including: Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Malawi, Madagascar, Niger, Nigeria, Seychelles, Sierra Leone, Tanzania, Uganda and Zambia.

Airtel's African operations are owned by Bharti Airtel Limited, a leading global telecommunications company with total operations in nineteen countries across Asia and Africa. The company offers mobile voice and data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for





enterprises and national and international long distance services to carriers.

Airtel is driven by the vision of making mobile communications affordable for all to give people the freedom to meet their daily challenges and to drive economic and social development. The company is committed to making a positive impact in the communities in which it operates through extending its networks to rural areas and through its education initiatives.

#### RECENT DEVELOPMENTS

The company is also laying the foundation for the introduction of 3G HSPA wireless broadband as it believes that access to content should be a right – not a privilege. To Airtel, mobile broadband is a catalyst for economic growth and development and many of its customers will have an online experience for the first time in their lives - providing access to services being used in the education, banking and healthcare sectors. Airtel is a company that is looking beyond voice and data to converged digital services. Its operations teams across the continent are empowered to think fresh and deliver more in one of the world's most exciting and fast moving industry sectors that provides real benefits to spur economic growth in Africa.

#### PROMOTION

Manchester United partnership:

Last year Airtel Africa announced an exclusive four-year partnership agreement with Manchester United Football Club. Through the partnership Manchester United will support the Airtel search for young African football talent, while Airtel customers from eleven of Airtel's sixteen markets will have the opportunity to win tickets to watch the team – famously nicknamed the Red Devils – play in Manchester, take part in coaching sessions and access exclusive Manchester United news and download highlights, ringtones and wallpapers through the Airtel Live mobile portal.



Airtel One8:

A big win in its first year is Airtel's innovative approach to connecting with consumers through music. The company did this through the formation of a musical super-group that brought together African artists with diverse appeals, with international superstar R Kelly. The Super-group, dubbed Airtel One8, debuted in November 2010, with the global hit Hands Across the World, and has received rave reviews from audiences across Africa and the world.

Just like Airtel's mobile networks, music brings communities and cultures together, connecting the continent emotionally. This was the driving force behind this vocal collaboration between international R'n'B star R Kelly and eight of Africa's biggest selling music stars: 2Face (Nigeria), Amani (Kenya), 4X4 (Ghana), Movaizhalene (Gabon), JK (Zambia), Alikiba (Tanzania), Fally Ipupa (DRC) and Navio (Uganda).

Earlier this year the all-African and ground-breaking super group was recognised by one of the music industry's top news sources – Billboard International – which listed Airtel One8 as a "Best Bet for 2011".

By expressing the spirit, talent and rhythm of Africa, the ONE8 hit 'Hands across the world' showcases African talent and celebrates Africa's diverse cultures, while making a difference in the communities in which it operates.

A percentage of revenues from record sales and merchandising of 'Hands across the world' is being donated to the Airtel Education Fund to

support the Adopted Schools initiative in each of Airtel's markets.

#### BRAND VALUES

A hallmark of Airtel's people culture is 'Professional-Entrepreneur (P-E) Balance' orientation of a professional. The principle combines the passion and risk-taking ability of an entrepreneur with the balance and process of a manager. At the foundation of its corporate culture is a very strong values framework that acts as a set of guiding principles for the organisation. The values encompass Entrepreneurship, Respect for All, Passion for Performance, Teamwork and Building Collaborative Partnerships.

#### THINGS YOU DIDN'T KNOW ABOUT AIRTEL

- Airtel's African operations are owned by Bharti Airtel Limited, a leading global telecommunications company with operations in nineteen countries across Asia and Africa
- In June 2010 Bharti Airtel acquired sixteen African operations from Zain. The company then went on to rebrand under Airtel – the master brand that now covers all nineteen markets in Asia and Africa.
- Bharti Airtel has over 200 million customers (as of November 2010) across its operations, over 40 million in Africa.
- Current operations in Africa include: Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Ghana, Gabon, Kenya, Madagascar, Malawi, Niger, Nigeria, Seychelles, Sierra Leone, Tanzania, Uganda and Zambia.
- The Airtel ONE8 initiative is a vocal collaboration between nine artists – one international and eight African – that have come together to sing the hit song 'Hands across the world' Artists involved include R'n'B star R Kelly and eight of Africa's biggest selling music stars: 2Face (Nigeria), Amani (Kenya), 4X4 (Ghana), Movaizhalene (Gabon), JK (Zambia), Alikiba (Tanzania), Fally Ipupa (DRC) and Navio (Uganda).
- In December 2010, Airtel signed a four-year partnership agreement with Manchester United Football Club that benefits both the communities in which Airtel operates as well as existing Airtel customers.
- In conjunction with the Manchester United, the Airtel Rising Stars initiative was launched with the aim to search for, coach and nurture young African football talent.