



BACKGROUNDER: IBM AND BHARTI

At a Glance

- IBM and Bharti
 - First started working together in 2004
 - Relationship has expanded over the time – with seven additions to the project in the past six years including:
 - Handling Bharti's customer service calls
 - Running Bharti's IT systems for its retail operations
 - Managing Bharti's Next Generation Services Delivery Platform
- IBM success in India
 - In 2007 – IBM signed two other telecommunications company as customers
 - Today – IBM is the largest IT company in India and largest IT Services company as well

Details on Relationship with Bharti

- October 2008 - Bharti Platinum, India's largest private telecom services provider, signed a strategic outsourcing agreement in September 2008 to further enhance its customer service experience for its top-end Platinum customers. The six-year contract for outsourcing of its contact services to IBM's Managed Business Process Services (MBPS) unit will involve augmentation of Bharti Airtel's sales, customer service, and back office capabilities. IBM Daksh Business Process Services, a wholly-owned subsidiary of IBM, will also provide a suite of services covering both voice and back office operations such as customer service, collections, customer retention and other relevant customer services for Bharti Airtel's Platinum customers from its centers. Release -- <http://www-03.ibm.com/press/us/en/pressrelease/25547.wss>
- August 2008 - Bharti Retail Limited and IBM India announced a wide-ranging ten-year strategic partnership under which IBM will provide technology and services to enable the consolidation, transformation and management of a comprehensive IT infrastructure. This collaboration is a progression of an existing four-year relationship between the Bharti Group and IBM. Further strengthening this relationship, Bharti Group's retail company, Bharti Retail will leverage IBM's worldwide expertise in the retail sector and introduce best practices and innovations. Release -- <http://www-03.ibm.com/press/us/en/pressrelease/24984.wss>
- January 2008 – Bharti Airtel has strengthened its existing relationship with IBM. IBM will bring in its global expertise in areas including the telemedia business, distribution, enterprise segments and business resilience. The new agreement is estimated to be US\$ 150 million. Release - <http://www.ibm.com/news/in/en/2008/01/19/z897158f31313g32.html>
- August 2006 -- Bharti Airtel, India's leading telecom service provider, announced work with IBM to deliver India's first "Next Generation Service Delivery Platform" (NGSDP). IBM will develop, manage and operate the NSGSDP for BhartiAirtel. This platform will enable Airtel to deliver a suite of unique, innovative products, services and applications to its more than 25 million customers spanning mobile, landline and broadband services. Release -- <http://www-03.ibm.com/press/us/en/pressrelease/20090.wss>



- March 2004 -- Bharti Tele-Ventures Ltd., India's leading telecommunications conglomerate, and IBM India today announced a long term on demand business transformation agreement. This agreement will enable Bharti Tele-Ventures to deliver world-class telecommunication services to the Indian market and support its business growth. Release -- <http://www-03.ibm.com/press/us/en/pressrelease/6910.wss>