

## Press Release

New Delhi, India - January 3, 2007

### **Bharti Airtel awards multi-million Euro pan India contract for single Interactive Voice Response to Nokia Siemens Networks**

**Nokia Siemens Networks today announced that it has been awarded a pan India contract from Bharti Airtel Limited for deployment of a single Interactive Voice Response (IVR) platform across all 23 circles. The three year turnkey and multi-million Euro contract includes designing, planning, systems integration and optimization services to enhance overall customer experience. The new IVR solution will enable Airtel to deliver Services such as Voice SMS, Televoting, Call Management Services (Reach-me service / Missed Call Advisor), Caller Ring back Tone (CRBT) and Voice Portal among others on a faster time-to-market basis, reduce OPEX costs due to optimized network utilization, and increase security by creation of a layered architecture towards Interactive Voice applications.**

Nokia Siemens Networks will deploy and integrate the latest state-of-the-art platforms to provide a multi-technology, multi-vendor integrated solution that includes systems integration services. The platforms are HP OCMP (Open Call Management Platform), Video Gateway, Televoting Application and ASR/TTS (Automatic Speech Recognition / Text-to-Speech Engine). The solution will be ready for commercial operation by April 2008 and is expected to scale up to one billion minutes of usage per month in three years for Bharti Airtel.

“Our decision to select Nokia Siemens Networks as our partner in this program is based on their project delivery record,” said Manoj Kohli, President and CEO, Bharti Airtel Limited. “Their single IVR Solution and Voice Service Delivery Platform is based on a best-of-breed integrated approach which will result in cost optimization and increased security, a key prerequisite for building world class services.”

“This contract further strengthens Nokia Siemens Networks’ commitment to enable Bharti Airtel to continuously deliver new services and enhance its customers’ mobile experiences,” said Michael Kuehner, Head, Sub-region India, Nokia Siemens Networks. “Going forward, voice-based Services will be a key revenue generator and service differentiator in the competitive Indian market and Nokia Siemens Networks, with its strong product portfolio and extensive experience, is well positioned to address that need.”

Nokia Siemens Networks provides a comprehensive portfolio of VAS solutions including IP Multimedia Systems, Mobile TV, Intelligent Networks, Music Platforms and Call Control Services. Nokia Siemens Networks is a strong player in value-added services with more than 600 combined references worldwide, over 30 service delivery projects implemented, and 350 service delivery platform customization and integration projects completed.

### **About Bharti Airtel**

Bharti Airtel Limited, a group company of Bharti Enterprises, is India's leading integrated telecom services provider with an aggregate of 55.09 million customers as of end of November 2007, consisting of 52.96 million mobile customers. Bharti Airtel has been rated among the best performing companies in the world in the Business Week IT 100 list 2007.

Bharti Airtel is structured into three strategic business units - Mobile services, Telemedia services and Enterprise services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles. The Telemedia business provides broadband & telephone services in 94 cities and is foraying into the IPTV and DTH segments. The Enterprise services provide end-to-end telecom solutions to corporate customers and national & international long distance services to carriers. All these services are provided under the Airtel brand. Airtel's high-speed optic fibre network currently spans over 55,000 kms covering all the major cities in the country. The company has two international landing stations in Chennai that connects two submarine cable systems - i2i to Singapore and SEA-ME-WE-4 to Europe. For more information, visit [www.bhartiairtel.in](http://www.bhartiairtel.in)

### **About Nokia Siemens Networks**

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. Nokia Siemens Networks is one of the largest telecommunications infrastructure companies with operations in 150 countries. The company is headquartered in Espoo, Finland.

[www.nokiasiemensnetworks.com](http://www.nokiasiemensnetworks.com)

### **Media Enquiries**

#### **Nokia Siemens Networks**

Sangita Sanju  
Communications, India  
Phone: +91 (124) 2345100-133  
Email: [sangita.sanju@nsn.com](mailto:sangita.sanju@nsn.com)

Christina Dinné  
Communications, Services  
Phone: +49 89 722 53005  
Email: [christina.dinne@nsn.com](mailto:christina.dinne@nsn.com)

#### **Bharti Enterprises**

Raza Khan  
Corporate Communications  
Phone: +91 9871391881  
Email: [raza.khan@bharti.in](mailto:raza.khan@bharti.in)



Ashutosh Sharma  
Corporate Communications  
Phone: +91 9818763772  
Email: [ashutosh.s@bharti.in](mailto:ashutosh.s@bharti.in)