

Bharti Telesoft Partners with Sofrecom to Deliver VAS Solutions in Africa, SE Asia and Latin America regions

FOR IMMEDIATE RELEASE:

Barcelona and New Delhi, February 18, 2009: Bharti Telesoft, the leading provider of integrated VAS solutions for mobile operators in emerging markets, today announced the signing of a Memorandum of Understanding (MOU) with Sofrecom, a subsidiary of the France Telecom – Orange Group, to deliver VAS solutions in Africa, SE Asia and Latin America regions. The collaboration is part of Bharti Telesoft's strategic initiative of developing a global innovative ecosystem of alliances to provide technical support services to its global customers.

Through this partnership, Sofrecom will provide strategic design of solutions, integration of systems and technical support services to Bharti Telesoft's clients, which include some of the largest telecommunications companies in the region.

Commenting on the alliance, Jean-Francois Fallacher, CEO of Sofrecom, said: *"Our alliance with Bharti Telesoft brings added-value to our business and we are excited about the opportunity to work with this leading VAS player. We are confident that our experience in strategic thinking, complex solution delivery and providing ongoing local support services, together with Bharti Telesoft's innovative product portfolio offering and strong customer base in emerging markets, will result in a winning combination spurring further growth. Our vision at Sofrecom is to create value for our customers by providing IT support solutions and infrastructure services in various diversified partnerships with world-leading companies. This step marks a significant milestone as we expand our reach across these regions, delivering the latest telecom solutions that ultimately result in increased end-customer satisfaction."*

Mao Mohapatra, CEO, Bharti Telesoft, added: *"With this synergistic partnership, we aim to capitalize on our presence in major growth regions globally by continuing to enhance our portfolio of integrated VAS solutions and develop innovative offerings and business models. Sofrecom's knowledge of these markets, its reach, deep domain knowledge and project management capabilities will ensure exceptional support for our operator customers. With this partnership, Bharti Telesoft will improve its speed of delivery and enable customers to speed time to market – improving overall performance and profitability. "*

Bharti Telesoft has established a strong presence among telecom operators in the high growth markets of Africa and the Middle East, as well as in Asia. Bharti Telesoft has deployed solutions for operators in more than 30 countries across Africa and is continuing to bring new solutions to its customers in these markets. Having successfully deployed its mobiquity™ mCommerce solutions in markets across Africa and Asia, Bharti Telesoft is now focusing strongly on delivering mCommerce solutions for the rapidly growing markets, as demand for transformational mobile financial services is significant.

Additional Information

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About Bharti Telesoft

Bharti Telesoft is the leading provider of integrated VAS solutions for mobile operators in emerging markets. Among the top 3 global providers of integrated VAS solutions in rapidly growing markets, Bharti Telesoft has deployed solutions for over 100 mobile operator customers in over 70 countries worldwide. Its solutions help power services to over 500 million mobile subscribers globally. With an extensive portfolio that easily integrates into the operator's business environment and includes mobile music, banking, prepaid and messaging applications, Bharti Telesoft's solutions reach one in three mobile phone users in the emerging markets of Asia, Africa and the Middle East. Bharti Telesoft is owned by Bharti Enterprises, one of India's leading business groups, Sequoia Capital, a leading Venture Capital business, and Cisco, the world's leading provider of network equipment and management for the Internet. For more information, please visit www.bhartitelesoft.com

About Sofrecom

Sofrecom is a subsidiary of France Telecom - Orange and one of the leading consultancy in information technologies, specializing in telecommunications, which provides support for integrated, fixed, mobile and Internet operators. Sofrecom has served carriers around the world for almost 40 years, providing services ranging from the design of new offers to the rollout and commissioning of networks and their supporting information systems. Some of its satisfied clients in Africa and the Middle East include Algerie Telecom (Algeria), Mobinil (Egypt), Jordan Telecom and Mobilecom (Jordan), FTML (Lebanon), and PTCL Pakistan.

Sofrecom agencies: Algeria, Argentina, U.A.E., Indonesia, Jordan, Morocco, Poland and Vietnam.

For more information, please visit www.sofrecom.com

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