

MPHASIS MEDIA CONTACT:

R&PM:Edelman - Mumbai

Ophira Samuel-Bhatia/Melanie D'sa

Tel: (022) 2281 0168-72

Email: ophira.samuel@edelman.com

melanie.dsa@edelman.com

Pondicherry: 13 August 2007

Mphasis Inaugurates BPO Facility in Puducherry to Cater Exclusively to Bharti Airtel

Airtel and Mphasis today jointly announced the inauguration of a new BPO facility in Puducherry. Mphasis will provide contact centre services exclusively to Bharti Airtel. This is the fourth Mphasis BPO facility that caters exclusively to Bharti Airtel, the other three being Ahmedabad, Bangalore and Noida.

This state-of-the art contact center will serve as a customer service centre for Airtel customers in Tamil Nadu. The facility has begun the operation with 300 customer service agents. Mphasis is looking forward to increasing the capacity to 1000 seats in the next 2 years.

Speaking on the inauguration of the facility, **Milind Godbole, Chief Delivery Officer, Mphasis BPO** said, "Mphasis has provided its services to Bharti Airtel for over 2 years across the length and breadth of the country. With the phenomenal growth in the volume of Bharti Airtel's business in the southern region, particularly in Tamil Nadu, there was a need expressed for another dedicated contact center in South India. Bharti Airtel and Mphasis have shared a mutually beneficial relationship till date and we are proud to partner with them yet again and provide them with a world-class facility in Puducherry."

According to **Mr. Mahesh Thampi, Chief Operating Officer, Mobile Services, Chennai & Tamil Nadu, Bharti Airtel Limited**, "In an exponentially growing market, with more people going mobile, customer service is the key to deliver satisfaction and delight. We are enhancing our service capability in Tamil Nadu in partnership with Mphasis which will enable us to provide an even higher level of service to our customers"

Puducherry has emerged as a viable business destination, providing value for investment with a strong talent base. There are several factors which prompted Mphasis to set up the facility for Bharti Airtel at Puducherry - lower attrition rates, a well developed infrastructure, a large and qualified talent pool etc. With the inauguration of the facility at Pondicherry, Mphasis aims to provide an additional service base and further enhance the service offerings already being provided to Bharti Airtel. The facility is located at Om Shakthi Complex, Karuvadikuppam, East Coast Main Road, Puducherry.

About Bharti Airtel Limited:

Bharti Airtel Limited, a group company of Bharti Enterprises, is India's leading integrated telecom services provider with an aggregate of 44.67 million customers as of end of June 2007, consisting of 42.70 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, Broadband & Telephone (B&T) services and Enterprise services. The mobile business provides mobile & fixed wireless services using GSM technology across 23 telecom circles. The B&T business provides broadband & telephone services in 94 cities. 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 40,000 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

About Mphasis

Mphasis, an EDS company, leading - Applications Services, Remote Infrastructure Services, BPO and KPO services provider. We deliver real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently almost 23,000 people on the roles, we service clients in Financial Services, Healthcare, Communications, Transportation, Consumer & Retail industries and to Governments around the world.

To know more, please visit www.mphasis.com.

About EDS

EDS (NYSE: EDS) is a leading global technology services company delivering business solutions to its clients. EDS founded the information technology outsourcing industry 45 years ago. Today, EDS delivers a broad portfolio of information technology and business process outsourcing services to clients in the manufacturing, financial services, healthcare, communications, energy, transportation, and consumer and retail industries and to governments around the world. Learn more at eds.com.
