

# **Globally Managed Services**

**Airtel**

***Advisory Board in NESAS&S***

***Update – August 2013***

# Recap: Purpose and Objectives of the Advisory Board

## Purpose

- We recognise that there are several advantages in leveraging the experience and proven skills of senior people in business and government:
  - Rapidly learn about the market situation
  - Help in scaling the business
  - Exploit innovative opportunities
  - Effectively leverage their intellectual capital
  - Guide the business strategy
  - Corporate governance
- Hence, we would recommend inviting key individuals to an Advisory Board, and formalising this role

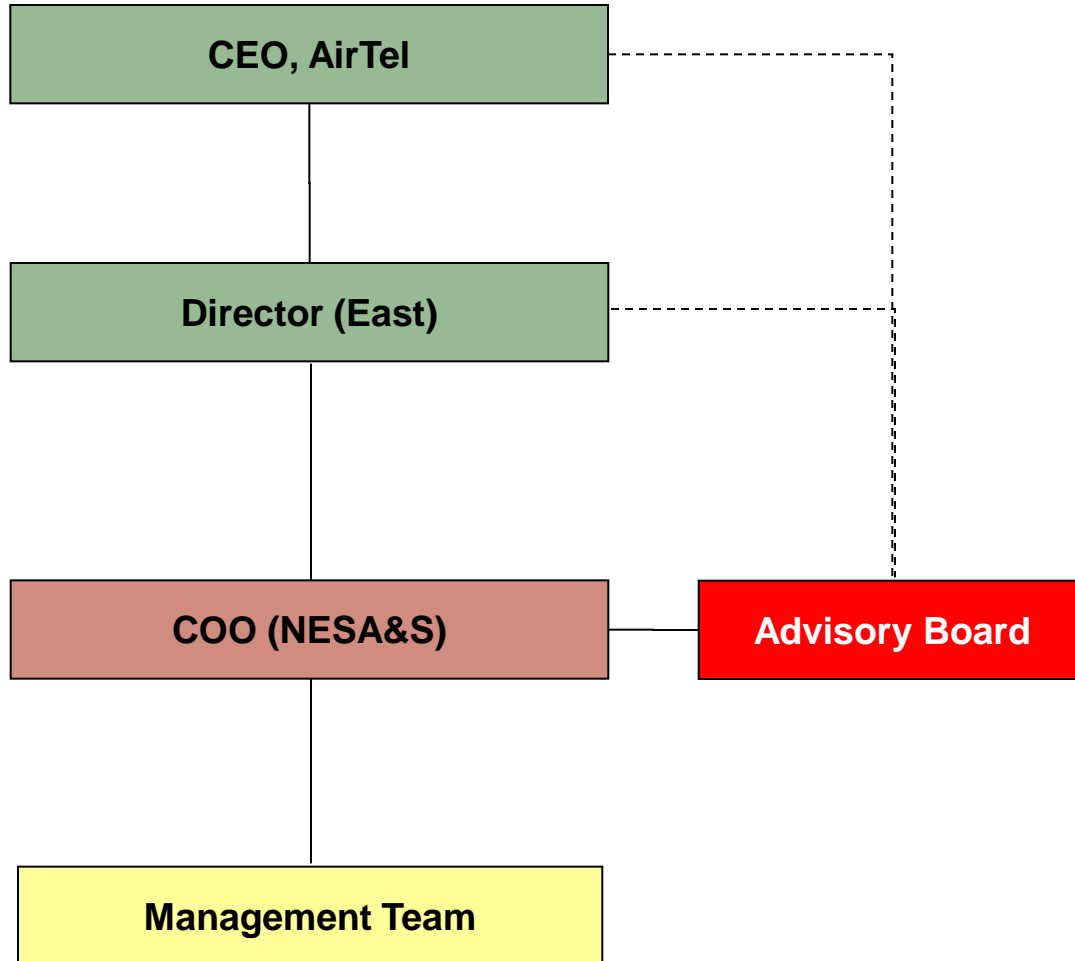
## Objectives

- The overarching objective is to use their 'collective wisdom and experience' to drive the strategy in India
- The Advisory Board will focus on generating new relationships and strengthening existing relationships required to meet the business objectives
- The Advisory Board will also guide the company in corporate governance matters
- Finally, the Advisory Board will promote relationships with the government (both local and central governments) and government organisations

# Tenure

- **Members of the Advisory Board will be appointed as non-executive directors**
- **One of the members will be appointed as the co-chairman of the Advisory Board**
  - The chairmanship of the advisory board will remain with the CEO of Bharti – Airtel in India and a direct line with the Regional Area Heads (Director East – COO-Guwahati)
  - The co-chairmanship of the advisory board will be rotated every year from one of the Advisory Board members
  - The current tenure of this Board will be upto March 2008
- **For the Advisory Board to remain dynamic, board members will be appointed for a time-defined term**
  - retire automatically on the anniversary of their appointment (1 year)
  - in certain circumstances, board members may be reappointed for a further term
- **One of the members on each advisory board shall be appointed as the executive secretary, or an officer of the company will be co-opted for administrative purposes (when required?)**

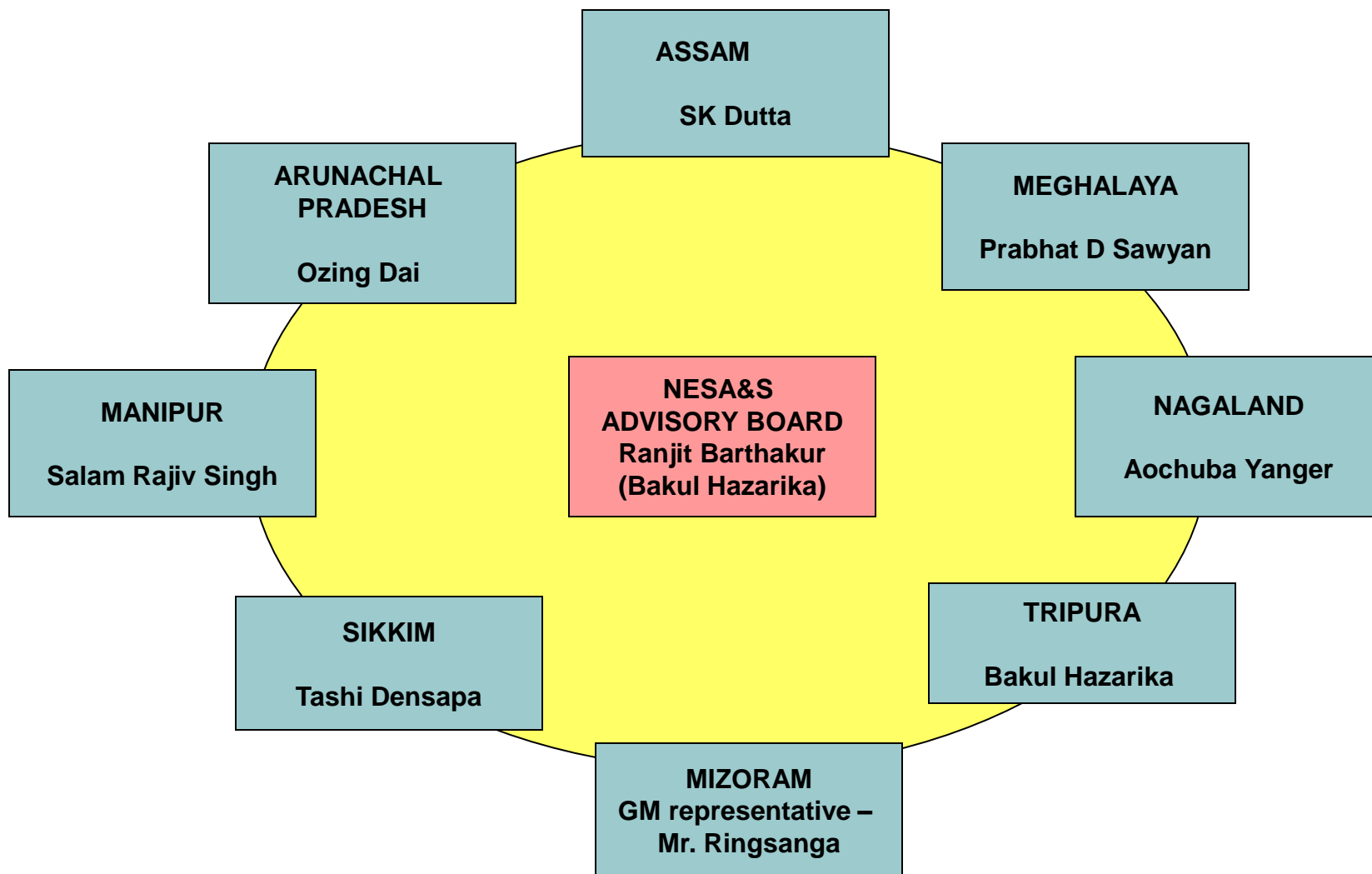
# Operating Structure



- The COO and the Chairman of the Advisory Board will meet every 6 months
- The Advisory Board members may be called upon for individual meetings (either internal or external), as required

- The CEO, Advisory Board and the Board of Directors will have an annual meeting to discuss strategic objectives
- The Advisory Board members may be called upon for individual meetings with the Board of Directors

# Advisory Board – NESAS&S



# Actions update by Advisory Board 2006-2007

<b>Assam</b>	<ul style="list-style-type: none"> <li>● Dealer appointment challenges mostly resolved</li> <li>● Site erection challenges mostly resolved except a few in Bodoland area</li> <li>● Employment demands mostly resolved</li> <li>● Government – entry tax has been dropped from Nov 2006 as per High Court ruling</li> <li>● No legal cases brought to our notice</li> <li>● Campaign currently being pursued with Electricity Board for power and direct connection – 50% resolved</li> <li>● Temporary connection of Guwahati site actioned</li> <li>● Vendors to play a critical role in electrical connection follow up</li> <li>● Private taxation management much under control (except for one key challenge)</li> <li>● Cases resolved on the ground for site erection</li> <li>● Direct sales efforts not being pursued</li> <li>● Social agenda through construction of GN Bordoloi Samadhi and others</li> </ul>
<b>Meghalaya</b>	<ul style="list-style-type: none"> <li>● Appointment challenges resolved</li> <li>● Interaction with students and other bodies resolved</li> <li>● Government interactions on sensitive sites may be dropped</li> <li>● Electricity Board resolutions may be required</li> </ul>
<b>Mizoram</b>	<ul style="list-style-type: none"> <li>● Government interactions ongoing</li> <li>● Marketing and sales structure in place</li> <li>● Local public affairs management better, but to be made more proactive</li> <li>● Distributor management still to be resolved</li> </ul>

# Actions update by Advisory Board

<b>Tripura</b>	<ul style="list-style-type: none"> <li>● Government follow up with Chief Secretary remotely managed from Guwahati</li> <li>● Electricity Board follow up remotely managed</li> </ul>
<b>Arunachal Pradesh</b>	<ul style="list-style-type: none"> <li>● Pre-launch management with Government and public achieved successfully</li> <li>● Temporary solution to sensitive site near Governor's house</li> <li>● Electricity Board contact process not resolved but being pursued</li> <li>● Local involvement and plans need to be made more interactive</li> </ul>
<b>Nagaland</b>	<ul style="list-style-type: none"> <li>● Appointment challenges resolved</li> <li>● Private taxation management excellent</li> <li>● Tower management excellent</li> <li>● Electricity Board management needs more proactivity</li> </ul>
<b>Manipur</b>	<ul style="list-style-type: none"> <li>● Site selection challenges being resolved</li> <li>● Appointment challenges being resolved</li> <li>● Private taxation regime not very successful</li> <li>● Need further focus on Electricity Board</li> </ul>
<b>Sikkim</b>	<ul style="list-style-type: none"> <li>● Government approvals achieved</li> <li>● Delivery of sponsorship promises still unresolved</li> <li>● Creation of sponsorship and branding opportunities not pursued</li> <li>● Electricity Board contact process initiated and resolved</li> </ul>

# We need to strike the right balance between AirTel utilisation of the advisory board commitment from the advisory board members



**NESA & S  
Advisory Board**

**Is AirTel  
optimally  
utilising the  
Advisory  
Board?**



**Are the  
Advisory Board  
members  
committing  
enough time  
and energy?**



# What can we do differently to enhance productivity of the AirTel – Advisory Board relationship

## AirTel

- Formal and regular update meetings
- Advisors should be informed and involved on dealer appointment, AirTel representatives, vendors, etc
- More proactive in involvement of local initiatives and local PR
- Round-tables to create IT and communications initiatives with the advisors
- Newsletter from AirTel to be distributed to local opinion leaders
- Involvement in local sponsorships and marketing initiatives on a revenue share basis

## Advisory Board

- Physical availability to resolve issues
- Solutions oriented
- Integrate with GMS every month – reporting and communications
- Electricity Board facilitation should be a key focus area for resolution

# Next Steps

- **Barapani workshop**
  - **Better understanding of telecom trends**
  - **Discussions on key focus areas**
  
- **Action plans and deliverables**
- **By state**
  - **Timelines**
  - **Reporting and communication**