



Airtel launches *LiveWell Ramzan* pack for the holy month of *Ramzan*

- Aimed at helping customers observe a healthy fasting month
- Offers exclusive tips and messages for Airtel mobile customers

July 28, 2011: Bharti Airtel, a leading global telecommunication company with operations in 19 countries across Asia and Africa, today announced the launch of a unique VAS pack - LiveWell Ramzan – for its mobile customers in. Powered by PurpleTeal Technologies, this pack is available at a subscription charge of Re 2 per day and is offered in both English and Hinglish. The LiveWell Ramzan pack offers customers Daily Message Alerts to inform, prepare, encourage and assist them in observing fast during the holy month of *Ramzan*. It will additionally provide followers of the fasting season with Alerts on charity and forgiveness – the essence of the month long *Ramzan* period.

To subscribe, customers can SMS ‘Ramzan’ or ‘RMD’ respectively to 54444.

About Bharti Airtel Limited

Bharti Airtel Limited is a leading global telecommunications company with operations in 19 countries across Asia and Africa. The company offers mobile voice & data services, fixed line, high speed broadband, IPTV, DTH, turnkey telecom solutions for enterprises and national & international long distance services to carriers. Bharti Airtel has been ranked among the six best performing technology companies in the world by BusinessWeek. Bharti Airtel had over 228 million customers across its operations at the end of June 2011. To know more please visit, www.airtel.com

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