



---

## Bharti Airtel Partners With Infosys Technologies to Deliver Next-gen Interactivity on its DTH Service

### ***Announces iCity, iNet and tPortal services on Airtel digital TV***

- Infosys' Digital Convergence Platform on Airtel digital TV to offer best-in-class digital and interactive applications
- For the first time in India, customers can enjoy an Internet-like television-viewing experience with online shopping, personalized stock quotes, news, local events and traffic updates on Airtel digital TV

**Bangalore, India - October 15, 2008:** Bharti Airtel, India's leading integrated telecom services provider, today announced it has entered into an innovation and technology partnership with Infosys Technologies Limited (Infosys) to deliver superior customer experience to the customers of Airtel digital TV, its Direct-To-Home (DTH) TV service. As part of its Digital Convergence Platform, Infosys will provide a suite of products including devices, application servers and interactive applications that will focus on providing an enhanced digital lifestyle to Airtel digital TV customers.

Airtel's revolutionary digital TV technology in combination with Infosys' Digital Convergence Platform will bring digital lifestyle applications offering interactivity and personalization into the living room. This will include interactive and non-intrusive applications like widgets that can be invoked by the user to view relevant and customized information. For the first time in the country, TV-viewers will now be able to access local city information through interactive applications such as *iCity*, enjoy hassle-free Internet-like experience on their televisions with *iNet*, and get live and personalized stock quotes, breaking news, horoscopes, cricket scores and shopping deals in the city without interrupting their TV-viewing experience. With this path breaking offering, Airtel digital TV customers will also have select websites packaged suitably for TV-viewing, in an application called *tPortal*. In addition, a host of other innovative applications are slated for release over a period of time.

Speaking on the occasion, **Mr. Atul Bindal, President - Telemedia Services, Bharti Airtel** said, "Airtel is delighted to partner with Infosys to offer cutting-edge interactive applications on Airtel digital TV - its DTH TV service. This is in line with Airtel's commitment to innovate and deliver the best technology available to its customers. Through this partnership with Infosys, Airtel aims to revolutionize the TV-viewing experience and usher in the future of television into the country."

Commenting on the uniqueness of the underlying technology, **Mr. S.D. Shibulal, Chief Operating Officer, Infosys** said, "At Infosys, we are focused on helping our clients compete effectively by creating a distinct product experience for their customers. The Airtel digital TV is an example of this focus. The technology platform that powers Airtel digital TV brings the potential that computers offer to our television sets. In addition to entertainment, it is now possible to experience interactive information services and engage in transactions using regular TVs. This technology also makes it possible to have a converged consumer experience across

---



---

devices like televisions, computers, smart mobile phones and digital music players. The availability of these services in the Indian market marks a significant milestone – the transformation of the idiot box into a smart box.”

---

#### **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 around 80 million customers as of end of September 2008, consisting of 77.48 million mobile customers. Bharti Airtel Limited has been voted as India's most innovative company, in a survey conducted by The Wall Street Journal.

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 business provides 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 78,540 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 Infosys Technologies Limited**

Infosys (NASDAQ: INFY - News) defines, designs and delivers IT-enabled business solutions and products that help Global 2000 companies win in a Flat World. These solutions focus on providing strategic differentiation and operational superiority to clients. With Infosys, clients are assured of a transparent business partner, world-class processes, speed of execution and the power to stretch their IT budget by leveraging the Global Delivery Model that Infosys pioneered. Infosys has over 100,000 employees in over 40 offices worldwide. Infosys is part of the NASDAQ-100 Index. For more information, visit [www.infosys.com](http://www.infosys.com)

#### **Safe Harbor**

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal of governmental fiscal incentives, political instability and

---



---

regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2008 and on Form 6-K for the quarter ended June 30, 2008. These filings are available at [www.sec.gov](http://www.sec.gov). Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company.

For further information, please contact:

Bani Paintal Dhawan  
Infosys Technologies, India  
Phone: 080 2852 2408  
[Bani Paintal Dhawan](#)

