

## News Release

### **Centum Learning join hands with airtel to drive customer experience in 16 countries across Africa**

- **Becomes a leading learning and development Indian multinational with operations in 19 countries**
- **Renews its commitment to transform business outcomes for its partners**
- **Collaboration to train over 40,000 airtel employees and channel partners in Africa**

**New Delhi, December, 2010** : Centum Learning Limited, a Bharti Associate company, has become a leading Indian Multinational in the learning and development domain by entering into a strategic collaboration with airtel for its African operation. The first-of-its kind agreement of this scale shall impact over 40,000 airtel Africa's employees and channel partners.

Under this collaboration, airtel has integrated Learning and Development function, especially in the areas of Sales, Distribution and Customer Services, within Centum Learning to enhance productivity and impact business outcomes as it continues to consolidate its footprint in Africa. In a move, that is expected to transform customer experience for African customers, Centum Learning is set to align its learning initiatives to the strategic objectives of airtel in Africa. Centum Learning would therefore play a critical role in replicating the success story of airtel India, in Africa, by building a strong competitive advantage.

Speaking on the occasion **Sanjeev Duggal, CEO & Executive Director, Centum Learning** said - *"This is a historic moment for us. airtel is on an accelerated growth path and we are proud to be their long-standing partners in India, Bangladesh, Srilanka and now in Africa. As we deepen our involvement in Africa, we are committed to playing a significant role in transforming customer experience and bringing enhanced efficiency for airtel's African operations in all 16 countries . I am sure this is yet another beginning of an enriching chapter for us and airtel in Africa, which would reap rich dividends for the African continent as whole".*

**Manoj Kohli, CEO, International Business & Joint Managing Director, Bharti airtel** commented *"Centum Learning will play a critical enabling role in transforming our customer experience. I am confident that Centum Learning will continue to share our vision given their sound track-record in the learning solutions domain. This association will go a long way in impacting our business and organizational growth as Centum Learning brings its knowledge and best practices to us."*

As a part of this collaboration, Centum Learning will provide end-to-end learning solutions across roles and business verticals in 16 countries including Burkina Faso, Chad, Congo Brazzaville, Democratic Republic of Congo, Gabon, Ghana, Kenya, Madagascar, Malawi, Niger, Nigeria, Sierra Leone, Tanzania, Uganda, Seychelles and Zambia.

Centum Learning will create new 'ways of working' by conducting a need diagnostic study, mapping employees' competencies, developing role based learning plans, creating customized learning content, delivering robust learning programmes. It would also play a critical role in restructuring business verticals, undertake on-the-job coaching, organize skills labs and measure impact through certification and audits.

### **About Centum Learning Limited**

Centum Learning, a Bharti Associate Company, provides end-to-end learning and skill-building solutions aimed at impacting productivity of businesses and the nation at large. Besides, it also provides higher education to youth for transforming the face of modern India.

In the learning domain, Centum Learning's solutions cover the entire spectrum ranging from Learning Process Outsourcing, Custom Content Development, Training through Blended Learning Programmes, Executive Coaching and Performance Coaching to Process Management and Certification.

In the higher education domain, it has set up more than 150 Centum Learning Centres in 90 cities spread across India to enhance employability and bridge the talent gap. Centum Learning has recently launched Centum U - Institute of Management & Creative Studies, which offers undergraduate and postgraduate programmes in association with globally acclaimed universities and institutes. In partnership with National Skill Development Corporation, Centum Learning has also established Centum WorkSkills India Limited to skill 1.2 crore people and make them employable by providing livelihood opportunities. To know more visit [www.centumlearning.com](http://www.centumlearning.com)

### **About airtel in Africa:**

airtel is the new brand name for the 16 Zain operations across Africa which were acquired by Bharti airtel in June 2010. airtel is driven by the vision of providing affordable and innovative mobile services to all. airtel has African operations in: Burkina Faso, Chad, Democratic Republic of the Congo, Republic of the Congo, Gabon, Ghana, Kenya, Malawi, Madagascar, Niger, Nigeria, Seychelles, Sierra Leone, Tanzania, Uganda and Zambia. airtel International is a Bharti airtel company. For more information, please visit [www.airtel.com](http://www.airtel.com)

### **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 has over 200 million customers across its operations at the end of October 2010. To know more visit [www.airtel.in](http://www.airtel.in)