

For immediate release

Bharti Resources Learning Centre, Vishakapatnam invites application for L-CAT (Learning-Centre Admission Test) MBA, BBA admissions

Vishakaptnam, September, 12th, 2008: Bharti Resources Learning Centre, Vishakapatnam invites application for its entrance test, L-CAT for admission to the two-year M.B.A. (Business Applications) and three-year B.B.A. (Business Applications) degree programmes of Annamalai University. These degrees are awarded the by the Directorate of Distance Education, Annamalai University. Bharti Resources Limited, a 100% subsidiary of Bharti Enterprises, provides higher order employability skills and bridges the existing talent gap by conducting these programmes at Bharti Resources Learning Centres.

Says Kamini Prasad, Education Head, Bharti Resources Limited, “L- CAT would help in selecting potential candidates for provisional admission to these programmes. Choice of right candidates would create a conducive learning environment for students to learn and grow at the Learning Centres and further facilitate placement assistance with leading corporates including Bharti Airtel Services for successful candidates.”

“M.B.A. (Business Applications) will cover general management subjects and provide options to specialize in Telecom, Retail, Banking & Finance, Insurance, Sales & Marketing, Human Resources Development and Finance.” She added.

Bharti Resources Limited in collaboration with Annamalai University conducts the two-year MBA (Business Applications) degree and three-year BBA (Business Applications) degree programmes, which are designed to help students acquire technical skill sets & develop a holistic personality through regular attendance in Theory and Practical classes (Personal Contact Programmes), as defined by the University.

Individuals holding a graduation degree or above from an UGC recognized University and those holding a Pre-University or 10 plus 2 or an equivalent from a recognized Board, are eligible for taking L-CAT for provisional admission into the above MBA and BBA programmes, respectively. The L-CAT would be conducted free of cost on **September 21,2008 at Bharti Resources Learning Centre, 2nd Floor, G K Towers, Dwarka Nagar, Vishakaptnam Tel.; 0891-6452367/ 6457299**. The last date for registration with the Learning Centre for taking L- CAT is **September 18, 2008**.

About Bharti Resources Limited

Bharti Resources Limited, a wholly owned subsidiary of Bharti Enterprises, is a premier end-to-end learning and development solutions organisation that specialises in the customer experience arena. It provides learning solutions that impact business

performance through enhanced employee productivity, customer profitability and effective talent transformation.

In the education domain, Bharti Resources Limited has set up close to 90 Bharti Resources Learning Centers spread across India, to provide higher order employability skills and bridge the existing talent gap. Apart from setting up learning centres, it has launched vertical specific programmes targeted at meeting the requirements of skilled manpower in many sectors of the industry.

With the help of learning centres, Bharti Resources limited aims to be the most preferred talent provider especially in the frontlines sales and service domains leveraging its core competency in delivering custom content and deploying world-class delivery methodologies. It endeavors to create Bharti Resources Certification as a national standard for employment in telecom, retail and financial sector.

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