



Director's Message:

COMPANY'S REPUTATION is more than its performance in the financial markets. It is the totality of a company's identity: the quality of its people, the value of its brand, its standing in the community and its performance in the marketplace. Building reputation, in this broad sense of the term, is what great companies are all about.

We are pleased to share what Sen Group is doing to earn our reputation in our 2006 Corporate Responsibility Report, "Living Our Values." As in our last report, we will cover our accomplishments and challenges in six areas:

- Ethics and Governance
- Service and Innovation
- Empowering Employees .
- Promoting Community Growth
- Protecting the Environment
- Partnering with Communities

With employees across India and varied customers, Sen Group has an extraordinary range of opportunities for touching the lives of our stakeholders. Every time we interact with a customer, an investor, or a member of the community, we define who we are and what we stand for.

That's why it's imperative that we have a disciplined and consistent approach for translating our values into action. As you will see throughout this report, we took major strides in 2006 to reinforce our values and integrate them into the way we run our company.

We start by putting customers first and delivering great communications experiences.

We operate according to the Sen group's values of integrity, respect, performance excellence and accountability.

Remembering that great companies are judged not by what they say, but by what they do, we create the systems, tools and processes that enable our employees to use our values to make decisions and run the business.

Most of all, we do it every day.

At Sen Group we believe deeply in the power of technology to empower, to teach, to entertain and to connect. We are tremendously fortunate to have a positive vision of the future and the resources to act on our beliefs. We have acted boldly to create the infrastructure that will stimulate the growth and innovation that will drive the economy forward and open new creative opportunities for customers. And we have energized our people around the idea of creating a future for themselves and contributing something of lasting value to society.

As I visit employees across Sen Group, I can sense their pride at being part of a company that's taking charge of its own future. They are passionate about putting customers first. They hold one another—and themselves—accountable for delivering outstanding service with the highest of ethical standards.

And just as they've done throughout our history, our people come through for their customers and communities. Whether they're responding to the tsunami or inventing new ways to make our technology accessible, or going the extra mile to solve a customer's problem, Sen Group's employees continue to demonstrate the moral fiber and can-do spirit that is built into the foundation of our company.

Actions reveal character, in people and in institutions. We hope to show you in this report how our employees are living our values and, in the process, defining the character of Sen Group.

Debashish Sen
Director