bharti

February 23, 2018

National Stock Exchange of India Limited
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E),
Mumbai-400051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400001

Ref: Bharti Airtel Limited (532454 / BHARTIARTL)

Sub: Press Release

Dear Sir/ Madam,

We are enclosing herewith a press release titled "Airtel and Motorola partner to offer 4G smartphones starting at Rs 3999", being issued by Bharti Airtel Limited.

Kindly take the above information on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

BHARTI AIRTEL LIMITED NEW DELHI

Rohit Krishan Puri
Dy. Company Secretary

Airtel and Motorola partner to offer 4G smartphones starting at Rs 3999

New Delhi, February 23, 2018: Bharti Airtel ("Airtel"), India's largest telecommunications services provider, and Motorola Mobility India, today announced a partnership to offer a range of budget friendly 4G smartphones under Airtel's 'Mera Pehla Smartphone' initiative.

	Moto C	Moto E^4	Lenovo K8 Note
Payment (Rs)	5,999	8,499	12,999
Cashback (Rs)	2,000	2,000	2,000
Effective Price (Rs)	**3,999**	**6,499**	**10,999**
Screen Size	12.7cm (5)	12.7cm (5)	13.97cm (5.5)
Processor	1.1 GHz quad core	1.3GHz quad-core	2.3 GHz Deca-core
RAM/ROM	1GB/16GB(expandable to 32 GB)	2GB/16 GB (expandable to 128 GB)	4GB/64GB (expandable to 256 GB)
Camera – R/F	5MP/2 MP with selfie flash	8 MP/5 MP with selfie flash	13+5MP, Dual Rear cameras /13MP Selfie camera with party flash

Under the partnership two popular 4G smartphones from Motorola - Moto C, Moto E^4 and the Lenovo K8 Note from Lenovo will be available with a cashback of Rs 2000, thereby, bringing down the effective price of the devices and bringing them within the reach of more customers. All smartphones will come bundled with a special recharge pack of Rs 169 from Airtel offering 1GB 4G data per day and unlimited calling benefits – local and STD.

The **Moto C**, at an effective price of Rs 3999, becomes a great option for first time smartphone users. **Moto E^4** with an all-day battery is perfect for the consumer who is always on the go.

The popular **Lenovo K8 Note**, which has a large 13.97 cm (5.5) Full HD display, 10 core processor and dual rear cameras, offers a budget friendly option for young customers looking to make a one-time investment for a smartphone with a premium build and advanced specs.

Vani Venkatesh, Chief Marketing Officer, Bharti Airtel said, "We are delighted to collaborate with Lenovo under the 'Mera Pehla Smartphone' initiative. It marks a major milestone in our journey towards building a large open ecosystem of affordable smartphone options for our valued customers. We look forward to working with Lenovo MBG to bring smartphones within the reach of more and more customers."

Sudhin Mathur, Managing Director, Motorola Mobility India and Lenovo MBG India, said, "We are delighted to partner with Airtel in the 'Mera Pehla Smartphone' initiative, as it opens a world of limitless possibilities for the consumers. It is a great opportunity for Airtel subscribers to upgrade to 4G and enjoy the meaningful experiences across Motorola & Lenovo smartphones. We are confident that with this partnership, we will be able to empower more users with an enriched mobile experience."

The cashback benefit of Rs 2000 will be given to customers in two installments over 36 months. A customer need to make Airtel prepaid recharges worth Rs 3500 within the 18 months to be eligible for the first cashback installment of Rs 500. Similarly, another set of recharges worth Rs 3500 over the next 18 months will make the customer eligible for the second installment of Rs 1500.

About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 394 million customers across its operations at the end of December 2017. To know more please visit, www.airtel.com

About Motorola Mobility

Motorola Mobility LLC was acquired by Lenovo Group Holdings in 2015. Motorola Mobility is a wholly owned subsidiary of Lenovo and is responsible for designing and manufacturing all Moto branded mobile handsets. For more information, visit motorola.in