October 26, 2016

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,

Pursuant to Regulation 30 of the SEBI Listing Regulations, 2015, we are enclosing herewith a press release titled "Airtel launches 10 Day packs for International Roaming with unlimited incoming calls" dt. October 26, 2016 being issued by the Company.

We request you to take the same on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

Rajendra Chopra
Senior Vice President & Company Secretary

Encl: As above

airtel

Airtel launches 10 Day packs for International Roaming with unlimited incoming calls

Starting at just Rs. 1199, the 10 day packs also offer bundles of data and India calling minutes

- Designed for medium duration international trips
- Post pack data charges at just Rs 3/MB, offering freedom from bill shocks on account of data charges on international roaming. Now stay online with your Airtel number wherever you go
- Adds to customer convenience, who can now choose from Airtel new range of affordable IR packs with validity options of one day, 10 days and 30 days

New Delhi, October 26, 2016: Adding to the convenient validity options of its new International Roaming packs, Bharti Airtel ("Airtel"), India's largest telecommunications services provider, today launched an affordable 10 day validity pack for International Roaming. Available for all popular destinations, the new pack has been designed on the after extensive market research and will offer great value to customers traveling overseas for medium term business trips/vacations.

The 10 day roaming pack starts at Rs. 1199 [USD 19] for Singapore & Thailand, offers unlimited free incoming calls, 2GB data and 250 mins of free calling to India and 100 free SMSes, daily. Post the exhaustion of pack data benefits, international roaming data will now be charged at just Rs. 3/MB and outgoing calls to India & local calls to any network will be charged at just Rs. 3/ min.

A 10 day pack for US-Canada, UK is available for Rs. 2999 [USD 45] and offer unlimited free incoming calls, 2GB data and 250 mins of free calling to India and 100 free SMSes, daily. Post the exhaustion of pack data benefits, international roaming data will now be charged at just Rs. 3/MB and outgoing calls to India & local calls to any network will be charged at just Rs. 3/ min.

Benefits/Country	**Singapore**	**Thailand**	US-Canada	UK	UAE
Pack Rental	**1199**	**1199**	2999	2999	2999
Incoming calls	**Unlimited**	**Unlimited**	Unlimited	Unlimited	250
Data	**2GB**	**2GB**	2GB	2GB	2GB
Free mins. to India	**250**	**250**	250	250	250
SMS – India	**100/ day**	**100/ day**	100/ day	100/ day	100/day
Data – post pack benefits(Rs/MB)	**3**	**3**	3	3	3
Outgoing – India (Rs/min)	**3**	**3**	3	3	10
Outgoing – Local (Rs/min)	**3**	**3**	3	3	10

All prices and benefits mentioned above are for postpaid. For details on other destinations and prepaid please log on to www.airtel.in/ir

Commenting on the launch, **Ajai Puri, Director – Market Operations (India & South Asia), Bharti Airtel** said, "We are delighted to introduce the new 10 day validity pack for International Roaming and provide added flexibility to customers. These affordable packs will enable users to now stay connected 24x7 without having to worry about high call and data charges while roaming on international networks."

Airtel had recently launched affordable IR packs with validity of one day and 30 days, and the new 10 days validity option offers customers greater flexibility to plan their communication budgets when traveling overseas. Airtel also announced that post the exhaustion of pack data benefits, international roaming data will now be charged at just Rs. 3/MB, a reduction of 99% from Rs. 650/MB, so that customers can enjoy uninterrupted data usage without having to worry about bill charges. Customers can continue accessing their emails, social media, and websites on the go in a secure manner without having to wait for public wi-fi or free access.

Activating the IR Pack is very simple and customers can activate the pack through the Airtel website, My Airtel App, USSD and Customer Contact Centers. The advantage of these packs is that customers can activate them at any time and pay only when they actually use them. For more information log on to www.airtel.in/ir

About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 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 DSL broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G and 4G wireless services and mobile commerce. Bharti Airtel had over 359 million customers across its operations at the end of August 2016. To know more please visit, www.airtel.com