bharti

September 28, 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,

We are enclosing herewith a press release titled "**Airtel announces Free Incoming Calls on International Roaming**" dt. September 28, 2016 being issued by the Company.

We request you to take the same on record.

Thanking you,

Sincerely Yours

**For Bharti Airtel Limited**

for

**Rajendra Chopra**
**Senior Vice President & Company Secretary**

Encl: As above

# Airtel announces Free Incoming Calls on International Roaming

***Take your Airtel number wherever you go - Airtel's new IR packs offer big bundles of data, free India calling minutes, free incoming calls and free texts to India***

***No bill shocks on account of data usage while traveling overseas - post pack IR data rates reduced by 99% to just Rs 3/MB***

- The new IR packs come with validity options of one day and 30 days. Airtel to launch a new 10 days pack by mid-October to provide added option to customers
- Now roam for only $10 with a fully loaded one day pack. Roaming for a full month at just $75 with bundles of data and calling benefits; no need to carry multiple SIMs or buy local SIMs
- Pay when you use - Customers can activate the packs at any time and will be charged only when they actually use it

**New Delhi, September 28, 2016:** Bharti Airtel ("Airtel"), India's largest telecommunications services provider, today announced the launch of its new International Roaming (IR) packs that redefine the value proposition for customers traveling abroad.

With the new IR packs, customers will have the convenience of carrying their India mobile number wherever they go and stay connected 24x7 without having to worry about high call and data charges. The packs will be available to both postpaid and prepaid customers.

## No Bill Shocks

Airtel's new IR packs offer free incoming calls, free texts to India and ample data benefits along with free India calling minutes across all popular destinations. Now customers do not have to think twice before taking calls or calling their loved ones back home from their Airtel mobile when traveling overseas. Charges for calls to India and local in-country calls have been reduced to as low as Rs. 3/min across popular destinations.

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.

## Flexibility and Convenience

The IR packs, which are available for all popular global destinations, come with validity of one day and 30 days, giving customers greater flexibility to plan their communication budgets when traveling overseas.

**One day IR pack**: The one day pack is designed for short/quick international trips and for appx. $10 customers can stay connected through their travel. This pack is particularly useful for business travelers who may be traveling to multiple destinations for very short durations.

**30 days IR pack:** The 30 days pack offers connectivity through long duration trips for appx. $75 and is loaded with data and India calling benefits. This offers seamless connectivity during single country business trips/vacation of up to a month.

**10 days IR pack:** With the holiday season around the corner, Airtel plans to launch a $45 medium duration pack with 10 days validity by middle of October 2016.

**Airtel's New IR Packs**

| Benefits/Country | US ,Canada | | UK | | Singapore | | UAE | |
|---|---|---|---|---|---|---|---|---|
| Pack Rental | 4999 | 649 | 4999 | 649 | 2499 | 499 | 3999 | 649 |
| Incoming calls | Free | Free | Free | Free | Free | Free | 400 | 100 |
| Data | 3GB | 300 MB | 3GB | 300 MB | 3GB | 300 MB | 3GB | 1GB |
| Free mins. to India | 400 | 100 | 400 | 100 | 400 | 100 | 400 | 100 |
| SMS – India | Free | Free | Free | Free | Free | Free | Free | Free |
| Data – post pack benefits(Rs/MB) | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| Outgoing – India (Rs/min) | 3 | 3 | 3 | 3 | 3 | 3 | 10 | 10 |
| Outgoing – Local (Rs/min) | 3 | 3 | 3 | 3 | 3 | 3 | 10 | 10 |
| Validity (days) | 30 | 1 | 30 | 1 | 30 | 1 | 30 | 1 |

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

The Rs 4999 (appx. $75) pack for US, Canada with 30 days validity offers 3GB data, unlimited incoming calls, 400 minutes of calls to India, and unlimited texts to India. Post pack data charge of Rs 3/MB will apply. All Calls (post free minutes) to India & within local within destination will be charged at just Rs 3/min.

The Rs 649 (appx. $10) pack for US, Canada with one day validity offers 300 MB data, unlimited incoming calls, 100 mins of India calling, and unlimited texts to India. Post pack data charge of Rs 3 /MB will apply. All Calls (post free minutes) to India will be charged at just Rs 3/min and even all local calls within the country of travel will be charged at just Rs 3/min.

Commenting on the new plans, Mr. Ajai Puri, Director – Operations (India & South Asia), Bharti Airtel said, "The new roaming packs are in line with our commitment to provide our customers a seamless international roaming experience and great value. The number of Indians traveling overseas for leisure and business is growing rapidly and our new IR packs ensure that customers get no bill shocks and have the convenience of always keeping their phones switched on, wherever they are."

Activating the Smart Pack is very simple and customers can activate the pack through the Airtel website, myAirtel 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