bharti

April 13, 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 makes it easier for customers to upgrade to a 4G smartphone", being issued by Bharti Airtel Limited.

Kindly take the same on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

Rohit Krishan Puri
Dy. Company Secretary

BHARTI AIRTEL LIMITED NEW DELHI

Airtel makes it easier for customers to upgrade to a 4G smartphone

Announces a special initiative, under which Airtel customers moving up to Airtel 4G will get 30 GB FREE data

Initiative will complement Airtel's 'Mera Pehla Smartphone' programme and will enable more Indians to get on to the 4G digital highway

New Delhi, April 13, 2018: Bharti Airtel ("Airtel"), India's largest telecommunications services provider, today rolled out another special initiative to help more Indians get on to the digital highway.

Under the initiative, Airtel customers on 2G/3G mobile devices will be eligible for 30 GB data FREE data when they upgrade to a 4G smartphone. Prepaid customers will get FREE 1 GB data every day for 30 days over and above any pack they charge with. Postpaid customers will get FREE 30 GB data (with rollover) in their first bill cycle over and above their plan benefits.

Vani Venkatesh, CMO, Bharti Airtel said: "While 4G smartphones are fast becoming the norm, for millions of customers with feature phones/3G devices the upgrade to a 4G smartphone is a big decision and a long term investment. This is one of the largest customer rewarding programs & with this initiative our customers shall get an opportunity to experience the online world at 4G speeds and fully unlock the potential of their smartphones. We believe this will help millions of our customers to fulfil their aspiration of owning a 4G smartphone by making the transition more rewarding."

This programme will complement Airtel's 'Mera Pehla Smartphone' initiative, under which Airtel is partnering multiple mobile handset manufacturers to create an open ecosystem of affordable 4G smartphones and bring them to the market for virtually the price of a feature phone. The initiative has received very positive response from customers across India. Airtel has already tied up with Samsung, Intex, Karbonn, Lava, Celkon, Motorola, Lenovo, Nokia, Itel, Zen, Karbonn and Lephone. Under the program. All these smartphones come with exciting cash back benefits and special bundled plans with data and unlimited calling.

Customers can check the eligibility and claim the free data benefits by calling the toll free number 51111 or on My Airtel App. The 30 GB FREE data benefit will be provisioned within 24 hours of making the claim. For more information, customers can visit the website airtel.in/4gupgrade.

Inline with this initiative, Airtel also rolled out an integrated brand campaign that will run across digital and TV and can be viewed here https://www.youtube.com/watch?v=lew4-nBTnlQ

About Bharti Airtel Limited

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