March 16, 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 offers the Samsung Galaxy S9 range starting at Rs. 9900", being issued by Bharti Airtel Limited.

Kindly take the above information on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

Rohit Krishan Puri
Dy. Company Secretary

BHARTI AIRTEL LIMITED NEW DELHI

Airtel offers the Samsung Galaxy S9 range starting at Rs. 9900

Galaxy S9, S9 Plus variants now available on Airtel Online Store with affordable down payment options, instant financing, and bundled monthly plans

Makes it very convenient for customers to own the new Samsung flagship and unlock the device experience on India's best smartphone network

New Delhi, March 16, 2018: Bharti Airtel ("Airtel"), India's largest telecom services provider, today introduced the much awaited Samsung Galaxy S9 and S9 Plus range on its Online Store [www.airtel.in/onlinestore] with budget friendly down payment options, instant credit verification and financing, and bundled monthly plans.

Airtel's Online Store is an integrated digital platform designed to make it easier for customers to upgrade to premium smartphones they always aspired for, without the constraint of high put-down prices and cumbersome financing schemes. The entire Online Store journey is digitally enabled and can be completed within a few clicks over a computer or a smartphone/tablet. The smartphones will get delivered to the customer's doorstep.

The Samsung Galaxy S9 (64 GB variant) is available on the Airtel Online Store at a down payment of just Rs 9900 and 24 monthly installments of Rs 2499. The monthly installments have a built-in postpaid plan with 80 GB data (with rollover), unlimited calling, and subscription to exciting content (1 year Amazon Prime membership, Airtel Secure, Airtel TV, Wynk Music).

The Samsung Galaxy S9 Plus (64 GB variant) is available at a down payment of Rs 9900 and 24 monthly installments of Rs 2799 and a built-in postpaid plan with 80 GB data (with rollover), unlimited calling, in addition to 1 year Amazon Prime membership, Airtel Secure, Airtel TV, Wynk Music.

	Galaxy S9 (64 GB)	**Galaxy S9 (256 GB)**	**Galaxy S9 Plus (64 GB)**	**Galaxy S9 Plus (256 GB)**
Down Payment	Rs. 9900	Rs.17900	Rs. 9900	Rs. 17900
EMI including Postpaid Plan (24 months)	Rs. 2499	Rs. 2499	Rs. 2799	Rs. 2799
Data Benefit with rollover	80 GB	80 GB	80 GB	80 GB
Calling Benefits	Unlimited Local + STD + National Roaming	Unlimited Local + STD + National Roaming	Unlimited Local + STD + National Roaming	Unlimited Local + STD + National Roaming
Bundled benefits	1 year Amazon Prime membership, Airtel TV, Wynk Music and Airtel Secure	1 year Amazon Prime membership, Airtel TV, Wynk Music and Airtel Secure	1 year Amazon Prime membership, Airtel TV, Wynk Music and Airtel Secure	1 year Amazon Prime membership, Airtel TV, Wynk Music and Airtel Secure

BHARTI AIRTEL LIMITED NEW DELHI

Vani Venkatesh, chief Marketing Officer, Bharti Airtel said, "As India's leading smartphone network, we are thrilled to have the latest Samsung flagship on our Online Store. We have made it very convenient for customers to own this premium device by removing the price barrier and offering instant and seamless financing. We invite customers to take the benefit of this exciting offer and enjoy a great smartphone experience."

How to get your Samsung Galaxy S9/S9 Plus on Airtel Online Store:

1. Go to www.airtel.in/onlinestore and select the device of your choice
2. Check your eligibility and get instant loan approvals
3. Make the down payment for phone
4. The device will be delivered to your preferred location/address

Airtel has partnered with HDFC Bank, Federal Bank, Clix Capital and Seynse Technologies to enable the digital experience on its Online Store.

Airtel's Online Store is part of **Project Next** – Airtel's digital innovation program aimed at transforming customer experience across all of its services and touch points. Airtel plans to invest up to Rs 2000 crores under Project Next to launch several exciting digital innovations to step change the simplicity and interactivity of the Airtel customer experience.

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

