bharti

June 23, 2017

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 launches *121# Digital Care for Prepaid Customers in Hindi and 10 regional languages", 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 launches *121# Digital Care for Prepaid Customers in Hindi and 10 regional languages

Makes it even more convenient for customers to quickly resolve basic queries like balance, validity etc. without having to call customer care or visit a retail store

Now available in Hindi, Punjabi, Marathi, Gujarati, Tamil, Telugu, Malayalam, Kannada, Bangla, Oriya and Assamese

Free facility requires customers to simply dial *121# from their mobile and follow an easy to navigate menu on their screens to get all information relating to their prepaid numbers in their preferred language

- Airtel is the first mobile operator to offer self-care in regional language, making it more accessible to hundreds of millions of customers
- Yet another innovation from Airtel to digitally empower customers and add to the overall customer experience

New Delhi, June 23, 2017: Bharti Airtel ("Airtel"), India's largest telecommunications services provider, today announced the launch of *121# Digital Care platform in Hindi and10 more regional languages - Punjabi, Marathi, Gujarati, Tamil, Telugu, Malayalam, Kannada, Bangla, Oriya and Assamese. This makes the Digital Care platform much more accessible for millions of Airtel prepaid mobile customers across the country. This is yet another industry first from Airtel to empower customers and deliver best-in-class service experience.

*121# Digital Care is a quick and easy to use platform for Airtel prepaid customers to get basic information like balance amount/recharge validity/ details of last few transactions etc. In addition, information relating to ongoing offers can be accessed via this platform and customers can also activate/deactivate value added services on their own.

Customers simply need to dial *121# from their mobile phones and access an easy to navigate menu on their mobile screens to get their account related information in a matter of seconds. No need to wait to speak to a customer care executive or visit an Airtel retail store for basic queries.

*121# Digital Care facility is completely free of cost and does not require a data connection. It can be accessed via all smartphones and feature phones with regional language support.

Sarang Kanade, Director – Customer Experience, Bharti Airtel said, "This is yet another innovation from Airtel for the Indian market and will add to the overall service delivery experience. *121# Digital Care is already popular among our pre-paid customers given its ease of use, convenience and the introduction of regional languages will further lower the barrier to self-care adoption for basic information. The growing penetration of mobile devices with regional language support will accelerate the adoption of this platform."

Airtel has over 275 million mobile customers across India, of which appx. 93.7% are prepaid.



About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 17 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 and 4G wireless services and mobile commerce. Bharti Airtel had over 372 million customers across its operations at the end of March 2017. To know more please visit, www.airtel.com

