bharti

June 14, 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 Open Network initiative under Project Leap" dt. June 14, 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 announces Open Network initiative under Project Leap

In a paradigm shift, the company makes public its entire network coverage information through an interactive online interface; asks customers for feedback to help it improve its network

- Customers will be able to see network coverage/signal strength in any location across India through a colour coded interface that will show if coverage is excellent, good, moderate or non-existent
- The Company is deploying state-of-the-art technology solutions for better indoor coverage and network optimization; overhauling legacy networks with new equipment and making investments in additional spectrum and fiber
- Follows Airtel's decision to voluntarily implement 25% more stringent mobile call drop benchmark of 1.5% versus 2% prescribed by the TRAI

New Delhi, June 14, 2016: Bharti Airtel ("Airtel"), India's largest telecommunications services provider, today announced a new initiative – Open Network - under Project Leap, its national network transformation initiative.

India's First Open Network

In another industry first initiative, Airtel has opened up its entire mobile network information to its customers through an interactive online interface. The new interface will display Airtel's mobile network coverage/signal strength across India in addition to network site deployment status.

Using a simple colour scheme, the interface will allow customers to check if the Airtel mobile network in an area is excellent, good, moderate or non-existent, along with the status of corresponding sites serving the area - existing, required, being upgraded or forcibly shut down. The interface uses geospatial tools and other technologies for accurate reporting of network coverage.

The new interface, which will be available on **www.airtel.in/opennetwork** and **myAirtel app** starting tomorrow, will also allow customers to report their network related issues in an easy fashion.

In addition, customers can also contact the Airtel Call Centre or walk into any of the Airtel Flagship Stores across the country to report their network related issues. All Airtel Call Centres and Flagship Stores have been specially equipped with solutions based on the new interface to respond to network related issues.

Gopal Vittal, MD & CEO (India and South Asia), Bharti Airtel said "Open Network is a paradigm shift in the way we engage with our customers. With this initiative, we are establishing complete transparency with regards to our mobile network and opening ourselves to customer scrutiny and feedback. For us, the network experience is paramount and Airtel customers can now take charge of network issues and be a part of the solution, rather than waiting for it to happen. Today, getting permissions to put up a network site is perhaps the biggest challenge in delivering a seamless experience to customers. We hope customers will actively come forward and help us make our network better."

"Airtel is fully committed to investing whatever it takes to deliver a world-class experience to its customers. I also want to thank the Hon'ble Telecom Minister for his proactive approach towards addressing the misplaced concerns around mobile radiation and supporting the industry's requirement for site locations." added Gopal Vittal



Other initiatives under Project Leap

Airtel is also deploying a range of innovative technology solutions including small cells, indoor solutions, wi-fi hotspots and carrier aggregation technologies to improve network experience inside buildings. Over the next three years, the Company plans to deploy over 1, 00,000 such solutions.

Airtel is swapping its legacy networks and base stations with smaller, more compact and efficient technologies that will significantly improve customer experience. All these modern base stations will use a single radio access network to manage multiple spectrum bands.

The Company is creating more network capacity through acquisition of additional spectrum and deployment of fiber. Airtel plans to cumulatively deploy more than 550,000 Kms of domestic & international fiber in order to drive down latency, improve customer experience and serve the growing demand of data services for years to come.

During Financial Year ended March 2016, Airtel invested over INR 15,000 crores across India towards deployment of over 88,000 sites. This is the largest network deployment anywhere in the world outside of China.

Recently, in an industry first, Airtel announced a 25% more stringent voluntary benchmark of 1.5% for mobile call drops versus the current TRAI prescribed norm of 2% under the Quality of Service regulations.

Based on the calculation of the call drop rate during network busy hour on a monthly average, any amount calculated for exceeding the 1.5% voluntary benchmark, subject to a maximum of INR 100 crores per annum, will be contributed by Airtel towards the education of underprivileged children in rural areas.

In November 2015, Airtel commenced the implementation of its network transformation program - Project Leap. With a national investment of INR 60,000 Crores over the next three years, Airtel's "Project Leap" is a strategic company initiative aimed at perceptibly improving its network quality and delivering the best customer experience.

New campaign around Open Network

Starting tomorrow, the Company is rolling out a 360 degree advertising campaign around the Open Network initiative. The path-breaking campaign from Taproot-Dentsu takes a bold approach to communicating the initiative with a media-mix of TV, Print, Outdoor and Digital.

About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 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, IPTV, 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 358 million customers across its operations at the end of April 2016. To know more please visit, www.airtel.com

