Airtel and Loop Mobile announce agreement to create Mumbai's largest mobile network

Agreement envisages over 3 million Loop Mobile customers becoming part of India's largest mobile network - Airtel

- Loop Mobile subscribers will continue to enjoy quality services with access to wider network coverage, retail distribution as well as innovative products from Airtel's portfolio including 3G, 4G and Airtel Money

- Airtel to emerge stronger in Mumbai with over 7 million subscribers

New Delhi, February 18, 2014: Bharti Airtel ("Airtel"), a leading global telecommunications services provider with operations in 20 countries across Asia and Africa, and Loop Mobile today announced a strategic agreement for their operations in Mumbai (India) service area. The proposed association will undergo seamless integration once definitive agreements are signed, and is subject to regulatory and statutory approvals.

Under the agreement, Loop Mobile's 3 million subscribers in Mumbai will join Airtel's over 4 million subscribers, creating an unmatched mobile network in Mumbai.

The proposed transaction will bring together Loop Mobile's 2G/EDGE enabled network supported by 2,500 plus cell sites, and Airtel's 2G and 3G network supported by over 4000 cell sites across Mumbai. It will also offer subscribers the widest exclusive retail reach with 220 outlets that will enable best-in-class customer service.

The agreement will ensure continuity of quality services to Loop Mobile's subscribers, while offering them the added benefits of Airtel's innovative product portfolio, and access to superior services, innovative products like 3G, 4G, Airtel Money, VAS and domestic/international roaming facilities.

Loop Mobile subscribers will become part of Airtel's global network that serves over 289 million customers in 20 countries. Globally, Airtel is ranked as the fourth largest mobile services provider in terms of subscribers.

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 4 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 wireless services and mobile commerce. Bharti Airtel had over 289 million customers across its operations at the end of January 2013. To know more please visit, www.airtel.com

About Loop Mobile

Having started its services in 1995, Loop Mobile (erstwhile BPL Mobile) currently operates in Mumbai, with 3 million happy and satisfied subscribers. Loop Mobile has consistently met and exceeded TRAI benchmarks. Loop Mobile is the only operator offers multiple choice of network to its subscriber while roaming across India. Loop Mobile had several firsts to its credit in the value-added services (VAS) space which are technologically state-of-art and yet customer friendly. It has been the first operator in the country to launch Caller Tunes, Mobile Roaming on Prepaid, Intelligent Network, Missed Call Alert, among others. It revolutionized the market further by launching epaid – a new line of service and combining the benefits of prepaid and postpaid services. Loop Mobile has been ranked as 4th most trusted brand amongst national telecom operators as per The Brand Trust Report, India Study 2011.

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