



July 02, 2021

National Stock Exchange of India Limited

Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400051, India

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400001, India

Ref: **Bharti Airtel Limited (BHARTIARTL/532454)**

Sub: **Press Release**

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated July 02, 2021 titled '*Airtel launches 'Airtel Black' – India's first all-in-one solution for Homes*' 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 & Compliance Officer

Encl. as above

Bharti Airtel Limited
(a Bharti Enterprise)

Regd. Office: Airtel Center, Plot No. 16, Udyog Vihar, Phase-IV, Gurugram – 122015, India
Corporate Office: Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070, India
T.: +91-124-4222222, F.: +91-124-4248063, Email id: compliance.officer@bharti.in, www.airtel.com
CIN: L74899HR1995PLC095967



Airtel launches 'Airtel Black' – India's first all-in-one solution for Homes

One Plan for all plans –Fiber, DTH, Mobile services

- *One Bill - Freedom from managing multiple bill payment dates*
- *One Customer Care number, dedicated relationship managers, priority resolution*
- *Flexibility to create customised plans on Airtel Black*
- *Amazing value – Airtel Xstream Box at no additional cost, zero installation & service charges*

New Delhi, 2 July 2021: Bharti Airtel ("Airtel"), India's premier communications solutions provider, today announced the launch of its latest innovation Airtel Black – India's first all-in-one solution for homes.

In today's world, the customer's home has become the single place for both work life and personal life. The need for high speed data, the need for entertainment at home and the need for seamless connectivity on mobile, is now one holistic need.

Yet these services have historically been bought and managed, as individual services. Customers have expressed their frustration on multiple bills to be paid on different due dates across the months, services getting switched off due to forgotten recharges, and difficulty in managing services from multiple local service providers. We decided to innovate to solve this customer problem.

Airtel Black is the new program for the discerning, quality-seeking customers. A customer can bundle 2 or more of Airtel services (Fiber, DTH, Mobile) together to become Airtel Black – which entitles the customer for one single bill, one Customer Care number with a dedicated team of relationship managers, and priority resolution of faults and issues. All of this, also comes with amazing value of zero-switching and installation costs coupled with free service visits for life.

Airtel Black elevates the customer experience with a host of industry-first features:

- **Simplify your life:** Airtel Black is super convenient and liberates customers from the hassle of managing multiple bill payment dates, navigating customer care IVRs, or interacting with separate service providers.
- **Get the Priority you deserve:** A customer will connect to a care representative within 60 seconds of calling. The team of experts managing the customer relationship keeps in touch for all your requirements and solves them on a priority basis. All service visits needed for your service come to you on priority, and free of charge.
- **No TV service disconnection:** Airtel Black also helps customers enjoy uninterrupted TV viewing, due to DTH being offered as a billed service. All the user needs is to pay their one bill monthly.
- **Customise it to your needs:** Airtel Black offers a simple feature where users have full choice of selecting their suitable plans for each service, and then bundle them together for billing.




Says Shashwat Sharma, Director – Marketing and Communications, Bharti Airtel: "Airtel Black is another step in our obsession for solving our customer problems at Airtel. This squarely



addresses the need for convenience and peace of mind for our customers, as they navigate their lives in the new normal. As an integrated operator, Airtel is uniquely positioned to deliver an exceptional experience on all home services –Fiber, DTH and Mobile, to our customers. And Airtel Black is focussed on doing just that.”

Create your own Airtel Black Plan

Choose any two or more services and enjoy first 30 days free on the new service added.

Fiber 	DTH 	Mobile 
<ul style="list-style-type: none">• Plans starting from ₹499• Superfast speeds up to 1 GBPS• Unlimited data• Landline connection	<ul style="list-style-type: none">• Starting from ₹153• Flat one time discount of ₹465 on your DTH recharge• Free HD Box• Airtel Xstream Box at no extra cost*	<ul style="list-style-type: none">• Plans starting from ₹499• Unlimited calls (STD/Local)• 100 SMS/day• Up to 210 GB data with data rollover

Airtel Black Fixed Plans

ALL IN ONE ₹2099/Month (Excl. GST) 3 Mobile connection 1 Fiber connection 1 DTH connection	FIBER + MOBILE ₹1598/Month (Excl. GST) 2 Mobile connection 1 Fiber connection
DTH + MOBILE ₹1349/Month (Excl. GST) 3 Mobile connection 1 DTH connection	DTH + MOBILE ₹998/Month (Excl. GST) 2 Mobile connection 1 DTH connection

How to get Airtel Black

1. Download the Airtel Thank app and get a Airtel Black plan or make your own plan by bundling your existing services
2. Visit the Airtel store near you and our teams will help you get on to Airtel Black
3. Give a missed call on 8826655555 and a Airtel executive will reach out to to you to upgrade you to Airtel Black
4. For more details visit <https://www.airtel.in/airtel-black>

About Airtel

Headquartered in India, Airtel is a global communications solutions provider with over 471 mn customers in 18 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its networks cover over two billion people. Airtel is India’s largest integrated communications solutions provider and the second largest mobile operator in Africa. Airtel’s retail portfolio includes high speed 4G/4.5G mobile



broadband, Airtel Xstream Fiber that promises speeds up to 1 Gbps with convergence across linear and on-demand entertainment, streaming services spanning music and video, digital payments and financial services. For enterprise customers, Airtel offers a gamut of solutions that includes secure connectivity, cloud and data centre services, cyber security, IoT, Ad Tech and cloud based communication. For more details visit www.airtel.com