



August 04, 2025

National Stock Exchange of India Limited

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

Symbol: BHARTIARTL/ AIRTELPP

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai – 400001, India

Scrip Code: 532454/ 890157

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated August 04, 2025 titled '*Airtel's digital arm — Xtelify — launches pioneering digital capabilities to accelerate digital transformations for businesses*' being issued by the Company.

Kindly take the same on record.

Thanking you,
Sincerely yours,

For Bharti Airtel Limited

Rohit Krishan Puri
Joint Company Secretary & Compliance Officer

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 - 110070, India

T.: +91-124-4222222, F.: +91-124-4248063, Email: compliance.officer@bharti.in, Website: www.airtel.in

CIN: L74899HR1995PLC095967

Airtel's digital arm — Xtelify — launches pioneering digital capabilities to accelerate digital transformations for businesses

- Launches an all-new, 'built-in India', sovereign cloud with telco-grade reliability. Assures up to 40% optimisation in cloud spends for Indian businesses
- Launches an AI-powered software platform with cutting-edge capabilities for telcos globally
- Signs strategic partnerships for software platform with Singtel, Globe Telecom and Airtel Africa

Gurugram (India), August 04, 2025: Xtelify, a fully-owned subsidiary of Bharti Airtel ('Airtel') housing all of Airtel's digital assets and capabilities, today launched a sovereign, telco-grade cloud platform – 'Airtel Cloud'. Tailored to handle 140 crore transactions per minute for Airtel's own use in India, this sovereign cloud platform is now being extended to meet the ever-evolving needs of businesses in India. Hosted on next-gen sustainable data centres, with Gen-AI based provisioning, and managed by 300 certified cloud experts, the highly secure and reliable Airtel Cloud offers IaaS, PaaS and advanced connectivity and guarantees secure migration, effortless scaling, lower costs and no vendor lock-ins.

Xtelify also launched an AI-powered, future-ready software platform that will help telcos all around the world rid themselves of underlying complexity, improve customer experience, lower churn and raise ARPU. Addressing every layer of the telecom value chain, the solution comes with a converged data engine for AI led insights and intelligence at scale, a Workforce platform for real time task streamlining and an experience platform for managing every element of the customer journey for a telco.

Xtelify signed three global partnerships for the newly launched platform.

1. With **Singtel**, Xtelify will deploy an enterprise-grade, plug-and-play transformative platform – 'Xtelify Work' equipping Singtel's field teams in Singapore with AI-powered capabilities like fleet optimization, automated task management and real-time tracking and governance that will enhance their productivity.
2. With **Globe Telecom**, Xtelify will deploy its cutting edge, next-generation, AI-powered customer services platform – 'Xtelify Serve' in Philippines. This will help Globe Telecom in elevating its customer experience at scale through omni-channel service assurance, streamline business processes and intelligent data-driven operations.
3. With **Airtel Africa**, Xtelify will provide its software platforms, which includes Data Engine, Work and IQ. Deploying Xtelify Data Engine and Xtelify Work will empower Airtel Africa's 150K-strong field team across 14 countries with market insights for micro-targeted strategies and unlock critical use cases like spam and fraud protection for their customers across Africa. Xtelify IQ will enable secure, real-time, omnichannel customer engagement, enhancing both service quality and customer experience.

Gopal Vittal, Vice Chairman and MD – Bharti Airtel, said, *"It is a very pivotal moment in our history as we take our world class, home grown platforms of Airtel Cloud and software solutions to businesses in India and telcos all over the world. We are privileged to have signed on partnerships with three top tier companies already - Singtel, Globe Telecom and Airtel Africa."*

"Within Airtel, we have been actively harnessing digital innovations at unmatched scale to transform our services and enhance customer experience at Airtel for many years now. This has involved powering over 590 million customer touchpoints and solving some of the most complex telecom challenges in the world. All this is enabled by Airtel Cloud where all our applications run at a very compelling cost. Today, we are also excited to take our telco-grade, sovereign-cloud platform and help businesses in India innovate faster, scale smarter and stay secure in today's rapidly-evolving digital landscape. All controls of our cloud will reside strictly within the country ensuring zero possibility of any entity outside India being able to access any part of this data or its working", Vittal added.

Ng Tian Chong, CEO - Singtel Singapore said: *“We are always looking for ways to better equip our field engineers so we can deliver the best possible experiences to our customers. This platform enables us to reimagine our workflows with AI at the core, improving both efficiency and customer service. By optimising dispatch and resource management, our engineers can reach customers more quickly, resolve issues with greater accuracy and reduce our overall carbon footprint. We’re also able to enhance productivity, strengthen governance, and ultimately deliver more value to our customers.”*

Carl Cruz, President and CEO – Globe Telecom said, *“At Globe, our North Star has always been our deep desire to help uplift the lives of Filipinos by creating meaningful, reliable, and human-centered experiences. This partnership with Airtel and Xtelify is a bold step forward in that aspiration, empowering us to serve our customers with greater empathy, intelligence, and speed. By integrating Xtelify’s AI-powered Case Management Platform into our operations, we bring to life our commitment to best-in-class service across every journey, from the first touchpoint to final resolution. This transformation enables a more seamless and transparent experience for our customers, where concerns are addressed with clarity, accountability, and genuine care.”*

“We are proud to collaborate with Airtel and Xtelify, two like-minded partners equally committed to raising the bar for customer experience globally. Together, we are not just launching a platform, we are building a new standard for service excellence, one that helps bring our shared vision of a more admired and more customer-centric telco to life”, **Cruz** added.

“We are excited to have Xtelify as a core technology partner, enabling us to deliver meaningful digital advancements and enriching the lives of millions across Africa,” said **Jacques Barkhuizen, Group Chief Information Officer - Airtel Africa.**

For more information on Xtelify, click here <https://www.xtelify.com/>

About Xtelify

Xtelify, a wholly owned subsidiary of Bharti Airtel, unifies all of Airtel’s digital capabilities—including Airtel Cloud and future-ready technology solutions—under one integrated platform. Designed to accelerate digital transformation, Xtelify provides full-scale digitisation capabilities that empower global telecom operators and Indian enterprises to fast-track their digital journeys, achieve market leadership, and deliver exceptional, future-ready customer experiences. Its key offerings include Airtel Cloud and a suite of AI-powered software solutions: Xtelify Work, Xtelify Data Engine, Xtelify Serve, and Xtelify IQ. Backed by a 24x7 managed services hub in Pune, Xtelify is committed to delivering agile, intelligent, and scalable digital solutions that fuel innovation and business growth.

About Bharti Airtel

Headquartered in India, Airtel is a global communications solutions provider with over 590 million customers in 15 countries across India and Africa. The company also has its presence in Bangladesh and Sri Lanka through its associate entities. 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/5G mobile, Wi-Fi (FTTH+ FWA) that promises speeds up to 1 Gbps with convergence across linear and on-demand entertainment, video-streaming services, digital payments and financial services. For enterprise customers, Airtel offers a gamut of solutions that include secure connectivity, cloud and data centre services, cyber security, IoT and cloud-based communication. Within its diversified portfolio, Airtel offers passive infrastructure services through its subsidiary Indus Tower Ltd. For more details, visit www.airtel.com