



May 05, 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

Scrp Code: 532454/ 890157

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated May 05, 2025 titled '*Airtel Business launches "Business Name Display" (BND) for enterprises*' 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)

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Airtel Business launches “*Business Name Display*” (BND) for enterprises

Pilots with 250+ companies, helping them achieve a remarkable increase in customer engagement

Gurugram (India), May 5, 2025: Airtel Business today announced the launch of ‘*Business Name Display*’ (BND), an industry-first solution designed to enhance customer engagement for enterprises. The service enables businesses to display their brand name on the recipient’s mobile screen during outgoing calls, thereby fostering trust and helping customers distinguish legitimate business calls from spam.

Airtel solved the spam challenge for its customers with the launch of India’s first spam-fighting network, supported by a nationwide awareness campaign to educate users. While these initiatives have significantly increased customer awareness, leading more people to ignore calls flagged as spam or from unknown numbers, it also resulted in unintended consequences where call from brands got tagged as spam. Consequently, customers were missing on critical calls from banks, food delivery, courier delivery, hospital for critical doctor’s appointment et al. The “*Business Name Display*” solves for this challenge and facilitates a relevant yet safe communication environment enabling end customers to make informed decisions on all incoming calls, which will display the name of the company the call is from. In turn, businesses can stand-out to their customers even as they protect them from fraudulent callers.

Sharat Sinha, Director & CEO, Airtel Business, said, “*At Airtel, we are constantly innovating to create a communication experience that is smarter, safer and more transparent for everyone. With “Business Name Display”, we will be helping businesses establish trust and stand out with every call while simultaneously giving customers the confidence of knowing who is reaching out to them. It is about making communication more personal, secure and seamless for both sides.*”

The solution was successfully piloted with over 250 businesses across sectors including banking, retail, food delivery, mobility, Quick commerce, courier and logistics. These businesses used 1.5 million+ phone numbers to make 12.8 million calls in the last 30 days, leading to an impressive increase in customer engagement.

By displaying a verified name at the onset of each call, businesses can:

- Clearly distinguishes themselves from unknown calls
- Build trust and enhance their brand reputation
- Provide context that improves the customer experience as well as the call answer rates

To activate the service, business have to simply register and configure their details through Airtel Business’s online portal [here](#).

About Bharti Airtel Limited:

Headquartered in India, Airtel is a global communications solutions provider with over 550 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 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. Within our diversified portfolio, we offer passive infrastructure services through our subsidiary Indus Tower Ltd. For more details visit www.airtel.com