



March 07, 2022

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 March 07, 2022 titled '*Airtel and Axis Bank announce partnership to bolster India's digital ecosystem*' 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

Bharti Airtel Limited
(a Bharti Enterprise)

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CIN: L74899HR1995PLC095967

Airtel and Axis Bank announce partnership to bolster India's digital ecosystem

To collaborate and introduce a series of innovative financial offerings and digital services

Launch first-of-its-kind Airtel Axis Bank Credit Card with exclusive benefits

New Delhi | Mumbai, 07 March, 2022: Bharti Airtel ("Airtel"), India's premier communications solutions provider, and Axis Bank, India's third-largest private sector bank, today announced a strategic partnership to strengthen the growth of India's digital ecosystem through a range of financial solutions.

In a bid to accelerate adoption of digital payments in the country, over the coming months, Airtel and Axis Bank will bring to market a range of innovative financial offerings and digital services exclusively for Airtel's 340 million plus customers. These will include co-branded credit card with industry leading benefits, pre-approved instant loans, Buy Now Pay Later offerings and many more. The alliance, with its significant reach across the country will help penetrate tier 2 and tier 3 markets by enabling higher adoption of digitized payments.

The partnership was kicked-off today with the launch of the first-of-its-kind 'Airtel Axis Bank Credit Card' that will offer a host of attractive benefits such as cashbacks, special discounts, digital vouchers and complimentary services to Airtel customers.

Airtel Axis Bank Credit Card users will enjoy exciting rewards* on their card spends –

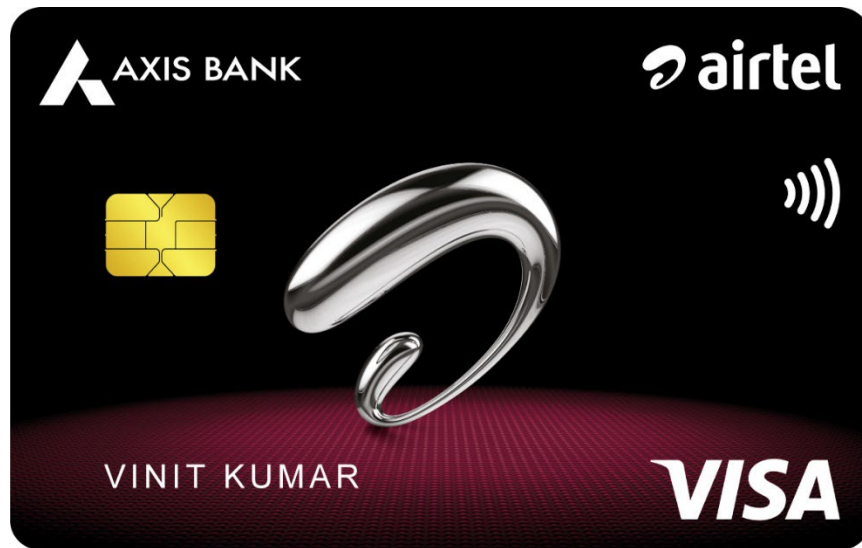
- 25% cashback on Airtel Mobile/DTH recharges, Airtel Black and Airtel Xstream Fiber payments
- 10% cashback on Electricity/Gas/Water bill payments via Airtel Thanks app
- 10% cashback on spends with preferred merchants - BigBasket, Swiggy, Zomato
- 1% cashback on all other spends
- Amazon e-Voucher INR 500 on card activation within 30 days of issuance

This credit card will be exclusively available for eligible Airtel customers through a seamless digital journey on the Airtel Thanks app.

Additionally, Axis Bank will leverage Airtel's suite of digital services such as its C-PaaS platform - Airtel IQ which spans voice, messaging, video, streaming, call masking and virtual contact center solutions, to enhance digital capabilities. Axis Bank will also use various cyber security services from Airtel. Going forward, the companies will further explore collaborating across Cloud and Data Center services.

Gopal Vittal, MD & CEO (India and South Asia), Bharti Airtel said: "Airtel is building a formidable financial services portfolio as part of its endeavor to offer world-class digital services to its customers. We are delighted to join forces with Axis Bank in this exciting journey. Through this win-win telco-bank partnership, Airtel customers will get access to Axis Bank's world-class financial services portfolio and exclusive benefits, while Axis Bank will benefit from Airtel's strong digital capabilities and deep distribution reach."

Commenting on this partnership, **Amitabh Chaudhry, MD&CEO, Axis Bank** said, "At Axis Bank, we are constantly striving to enhance value for our stakeholders. This one of its kind collaboration will help widen the access to credit and various digital financial offerings from Axis Bank for Airtel's 340 million customers. On the other hand, we will leverage Airtel's widespread reach and services ranging from mobility and DTH to utility bill payments offering our customers the opportunity to maximize value, while also aiding the digital economy exponentially."



**T&C apply*

About Airtel

Headquartered in India, Airtel is a global communications solutions provider with over 480 Mn customers in 16 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

About Axis Bank:

Axis Bank is the third largest private sector bank in India. Axis Bank offers the entire spectrum of services to customer segments covering Large and Mid-Corporates, SME, Agriculture and Retail Businesses. With its 4,700 domestic branches (including extension counters) and 11,060 ATMs across the country as on 31st December 2021, the network of Axis Bank spreads across 2,665 centers, enabling the Bank to reach out to a large cross-section of customers with an array of products and services. The Axis Group includes Axis Mutual Fund, Axis Securities Ltd., Axis Finance, Axis Trustee, Axis Capital, A.TReDS Ltd., Freecharge and Axis Bank Foundation.

For further information on Axis Bank, please refer to the website: <https://www.axisbank.com>

For further queries, please contact:

Axis Bank	Airtel
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