July 07, 2020

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 (532454/ BHARTIARTL)

Sub: Press release

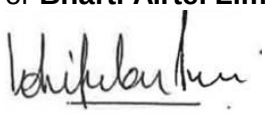
Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a press release titled *'Airtel launches NEW Prepaid Packs with Premium Content from ZEE5'* dt. July 07, 2020 issued by the Company.

Kindly take the above information on record.

Thanking you,
Sincerely yours,

For **Bharti Airtel Limited**



Rohit Krishan Puri
Dy. Company Secretary & Compliance Officer

Airtel launches NEW Prepaid Packs with Premium Content from ZEE5

NEW Rs 289 bundle offers Unlimited Calling, 1.5 GB/day along with full access to the entire ZEE5 catalogue

Unlocks a super digital video entertainment experience on India's top mobile network

New Delhi, July 7, 2020: As part of its strategic alliance with ZEE5, India's Entertainment Super-app, Bharti Airtel ("Airtel") today launched new propositions for its mobile customers in India.

These prepaid propositions are designed to deliver an exciting digital entertainment experience to Airtel smartphone customers by unlocking the full ZEE5 premium content catalogue to go with generous high speed data allowance and unlimited calling benefit.

1. **The NEW Rs 289 prepaid bundle** offers Unlimited Calling, 1.5 GB/day, 100 SMS/day plus full access to the entire ZEE5 catalogue, which includes hits such as Ghoomketu, Chintu Ka Birthday, Rangbaaz Phirse, Lalbazaar to name a few. The bundle comes with a validity of 28 days. In addition, as part of Airtel Thanks benefits the customer also gets access to Airtel Xstream content and Wynk Music subscription [check].
2. The **Rs 79 top-up** offers subscription to the entire ZEE5 catalogue for 30 days. The convenient top up will be available to all Airtel customers through the Digital Store Section on Airtel Thanks App.

Customers can purchase the new prepaid pack on Airtel Thanks app, www.airtel.in and at all Airtel retail stores across India.

Shashwat Sharma, Chief Marketing Officer, Bharti Airtel said: "With massive surge in consumption of digital content on smartphones, Airtel's new prepaid packs make it simpler for millions of customers to access rich content from ZEE5 without having to worry about managing separate subscription charges. Our users can enjoy this exclusive content offering on Airtel 4G, which has been consistently rated as India's top mobile network for video by global experts."

Manpreet Bumrah, Vice President – Business Development & Commercial Head, ZEE5 India said, "During such unprecedented times, we urge all the citizens to stay home and stay calm, while we continue to serve the best of entertainment content across languages, genres, and a spectrum of devices. Our partnership with Airtel enables us to maximise reach by appealing to a large base of Airtel consumers present across the country. With this proposition, we are enhancing our existing relationship and reach through prepaid bundle & top-up plans further democratising access to world class entertainment at consumer's fingertip."

About Bharti Airtel Limited

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers wireless services and mobile commerce. Bharti Airtel had over 423 million customers across its operations at the end of March 2020. To know more please visit, www.airtel.com