



March 12, 2026

**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 12, 2026 titled '*Customer Day 2026: Airtel Reinforces its Culture of Customer Obsession*' being issued by the Company.

Kindly take the same on record.

Thanking you,  
Sincerely yours,

**For Bharti Airtel Limited**

**Rohit Krishan Puri**  
**Company Secretary & Compliance Officer**

**Bharti Airtel Limited**

(a Bharti Enterprise)

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CIN: L74899HR1995PLC095967

## Customer Day 2026: Airtel Reinforces its Culture of Customer Obsession

*A renewed focus on raising its delivered experience and solving for customer problems at scale*

**New Delhi, 12 March 2026:** Airtel today marked **Customer Day 2026**, a mass movement within the organization focused on understanding customer pain points and continuously improving its delivered experiences. Nearly twenty thousand Airtel employees—from leadership teams to functional specialists—stepped out of their offices and into the field, **working alongside** frontline teams to engage directly with customers, **shadowing** field engineers, **visiting** homes and shops, and **interacting** at retail and service centres to gain an unfiltered view of the issues that matter most. Customer Day at Airtel serves as a deliberate pause for the organisation to introspect and ask a simple but critical question: *what more can we do for our customers?*

Commenting on the initiative, **Shashwat Sharma, Managing Director and CEO, Airtel India**, said: *“Customer Day is an important reminder of our responsibility to listen deeply, challenge ourselves and act with urgency. It strengthens our commitment to solving pain points, simplifying experiences and continuously raising the standard of service we deliver to millions of our customers every day.”*

**This ritual and the culture of solving for customer pain-points** has been central to many of Airtel’s customer-first innovations. From stronger **spam and fraud protection** to simpler, more intuitive digital journeys through the **Airtel app** and wider access to **new-age, AI-enabled tools**, Airtel’s solutions have been shaped by listening.

Customer Day also reinforces Airtel’s belief that experience improvement is not episodic, but continuous. By listening closely to customers and acting decisively on their feedback, the company continues to simplify processes, remove friction and design services that are reliable, intuitive and responsive. It unites Airtel behind a single, enduring purpose: to be a company where customer obsession is not a slogan, but a culture—one that drives constant improvement and ensures that every decision begins and ends with the customer.

**About Bharti Airtel:** Headquartered in India, Airtel is a global communications solutions provider with over 600 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 includes secure connectivity, cloud and data centre services, cyber security, IoT, and cloud-based communication. Airtel’s digital arm – Xtelify, empowers telcos globally to leverage the power of AI, data and technology to accelerate their digital transformation and drive growth. Xtelify also offers Airtel Cloud in India



enabling enterprises with a sovereign, telco-grade cloud platform that guarantees secure migration, effortless scaling, lower costs and no vendor lock-ins. Within its diversified portfolio, Airtel also offers passive infrastructure services through its subsidiary Indus Tower Ltd. For more details visit [www.airtel.com](http://www.airtel.com)