



October 15, 2024

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 October 15, 2024 titled '*Kia India signs Airtel Business as its connectivity partner to bring the Kia Connect 2.0 experience to customers*' 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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Kia India signs Airtel Business as its connectivity partner to bring the Kia Connect 2.0 experience to customers

Gurugram (India), October 15, 2024: Kia India, one of the fastest-growing premium carmakers in the country, has partnered with Airtel Business, the B2B arm of Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, for its Kia Connect 2.0 platform. This 2.0 platform focuses on five pillars: Vehicle Management, AI Voice Command, Convenience, Remote Control, Safety and Security and Navigation and through Airtel's robust nationwide communications network will power all connected car variants of Kia with reliable and secure real-time connectivity, enabling uninterrupted transfer of critical data.

Commenting on this, **Hardeep Singh Brar, Sr. VP and Head of Sales and Marketing, Kia India**, said, "As part of our 2.0 transition, we are introducing the OTA (Over-the-Air) Kia Connect Diagnostics, unlocking the possibilities of Software-Defined Vehicles where IoT technology becomes fundamental to our offerings. We are excited to partner with Airtel Business whose future-ready solutions will seamlessly integrate with our vehicles, ensuring robust data security and privacy. With Airtel's extensive network, we will further enhance the customer experience that Kia is renowned for and deliver global technologies tailored for the Indian consumer. This collaboration will empower Kia vehicle owners with advanced analytics and real-time insights, providing essential metrics."

Sharat Sinha, CEO—Airtel Business, said, "We at Airtel Business are at the forefront of empowering brands across sectors with a secure and dedicated network designed for IoT for the safe transmission of all customer data across connected devices. We are thrilled to power the journey of Kia's connected cars with our future-ready technology solution that offers efficient and effective capabilities. We are committed to playing a significant role in India's digital growth with our cutting-edge integrated IoT Hub that offers customised solutions for the unique IoT requirements of enterprises across 5G, 4G, NB-IoT, 2G and satellite".

Powered with Airtel's transformative IoT platform 'Airtel IoT Hub' which enables advanced analytics and real-time insights, Airtel's advanced IoT solutions for connected vehicles will cover both internal combustion engine (ICE) models and electric vehicles (EVs). Airtel will ensure complete data privacy and safety for the connected vehicles, while also simplifying and automating operations across all stages of vehicle production and management.

Key features of Airtel IoT platform for connected vehicles

- **Seamless Connectivity for ICE & EV Models:** Future-ready solution that seamlessly connects vehicles
- **Complete Data Privacy & Compliance:** Airtel's solution ensures customer data security and privacy
- **Support for Telematics and Infotainment Automotive Use Cases:** Airtel's solution supports multiple automotive use cases like telematics, infotainment and end car-owner journeys

- **eSims for “Connected at Birth” Experience:** With Airtel’s eSIMs, vehicles are connected straight from the factory, allowing customers to enjoy a seamless driving experience from the moment they buy the car. The solution also supports eUICC technology, thereby future proofing their investments
- **Enhanced Safety Features:** Airtel’s platform enables vital safety features for drivers and passengers, including SOS emergency calling and real-time connectivity in cases of accident or emergency
- **Custom Data Plans for Different Needs:** Tailored data plans have been designed to cater to both high and low data consumption vehicles, offering flexible solutions for varying vehicle needs
- **Device Health Monitoring & FOTA Updates:** Airtel’s IoT platform supports remote health checks and Firmware Over-the-Air (FOTA) updates, ensuring that the cars are always equipped with the latest software for optimal performance
- **End-to-End Support & Real-Time Monitoring:** From pre-launch testing to ongoing monitoring, Airtel works closely with partners to ensure real-time monitoring of customer behaviour, vehicle performance and key analytics to improve customer experience and operational efficiency

Airtel Business was the first ICT service provider in the country to connect over 20 million devices through its IoT solutions. Currently, Airtel IoT platform powers over 33 million IoT devices across the country and caters to ~55% of the IoT connectivity market in India. Airtel’s IoT platform which is well recognised across the industry by customers and analysts provides a rich suite of capabilities that helps customers with domestic and global usage, industry-specific needs, network intelligence and several innovations on the network and software side.

The company enables enterprises across industries such as automobile, energy, utilities, logistics, financial services, manufacturing and many more. Some of the key wins for Airtel IoT deployment include—a partnership with Adani Energy Solutions Limited (AESL) for 20 million smart meters; with Secure Meters for the deployment of 1.3 million smart meters in Bihar on NB-IoT; a partnership with TP Western Odisha Distribution Limited (TPWODL)—a joint venture between the Government of Odisha and Tata Power for the deployment of 200,000 Smart Meters in Odisha and a partnership with Matter Motor Works to power 300,000 bikes through cellular IoT. To know more, click here: <https://www.airtel.in/b2b/iot-connectivity>

Kia looks for possibilities that can have an everlasting, positive impact on the automotive ecosystem at large. They disrupted the market in 2019 and are doing it yet again with the Kia 2.0 transformation strategy. The Kia 2.0 is a focused approach on enhancing design and technology in vehicles and pioneering a change in the Indian Automotive Industry. The company launched the EV9 and Carnival Limousine in India to kick start this transformation with technologies never seen before, reiterating its imagery as the industry disruptor.



About - Kia India

In April 2017, Kia India signed a memorandum of understanding (MOU) with the State Government of Andhra Pradesh, India, to build a new manufacturing facility at Anantapur District. Kia commenced mass production in August 2019 and has an installed annual production capacity of 300,000 units. In April 2021, Kia India reimagined itself in line with its new brand identity, "Movement that Inspires", aimed at offering customers meaningful experiences backed by innovative products and services. Under the new brand identity, Kia has set out to find ways to achieve new benchmarks and inspire consumers to be more and do more. Till date, Kia India has launched five vehicles for the Indian market – the Seltos, the Carnival, the Sonet, the Carens and the EV6. Kia India has completed almost 1.3 million vehicle dispatches from its Anantapur plant, including over 10.5 lakh domestic sales and over 2.5 lakh exports. With more than 4 lakh connected cars on Indian roads, it is among the connected car leaders in the country. The brand has a widespread network of 640 touchpoints across 287 cities and is focused on strengthening its footprint across the country.

About Bharti Airtel Limited

Headquartered in India, Airtel is a global communications solutions provider with over 550+ million customers in 17 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/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.in