



July 17, 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

Scrip Code: 532454/ 890157

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated July 17, 2025 titled '*Airtel partners with Perplexity, powers every single of its 360mn customers with Perplexity Pro*' 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)

Regd. Office: Airtel Center, Plot No. 16, Udyog Vihar, Phase-IV, Gurugram - 122015, India
Corporate Office: Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110070, India
T.: +91-124-4222222, F.: +91-124-4248063, Email: compliance.officer@bharti.in, Website: www.airtel.in
CIN: L74899HR1995PLC095967



Airtel partners with Perplexity, powers every single of its 360mn customers with Perplexity Pro

*Annual subscription of the tool, worth *INR 17000, is free for Airtel customers*

New Delhi, July 17, 2025: Bharti Airtel has partnered with Perplexity, to offer 12-month Perplexity Pro subscription free of cost to all its 360mn customers.

Perplexity is an AI-powered search and answer engine that offers real-time, accurate and deeply researched responses to users in a conversational language. It elevates a customer's search from listing of web pages to an easy-to-read answer, which can be iterated with the self-learning AI-tool for the precise outcome the user needs.

Perplexity has a free offering, which offers powerful search functions, while the Pro version provides enhanced capabilities for professionals and heavy users. Perplexity Pro includes more daily Pro searches per user, access to advanced AI models (e.g., GPT 4.1, Claude) and the ability to select specific models, deep research, image generation, file uploads and analysis, as well as Perplexity Labs, a unique tool that brings ideas to life. Perplexity Pro is priced globally at *INR 17000 for a year.

This Pro subscription, worth *Rs. 17000, is now available for free, for all Airtel customers (Mobile, Wi-Fi and DTH) for one year. This marks Perplexity's first partnership with an Indian telecom company. All Airtel users can avail this offer by logging-on to the Airtel Thanks App.

Commenting on the partnership, **Gopal Vittal, Vice Chairman & Managing Director, Bharti Airtel** said, *"We're thrilled to announce a game-changing partnership with Perplexity, bringing their cutting-edge AI capabilities exclusively for Airtel customers. This collaboration will bring the powerful and real-time knowledge tool for millions of users at their fingertips, at no extra cost. This first of its kind Gen-AI partnership in India is focused on helping our customers navigate the emerging trends in the digital world with confidence and ease."*

Aravind Srinivas - Cofounder, CEO – Perplexity said *"This partnership is an exciting way to make accurate, trustworthy, and professional-grade AI accessible to more people in India—whether a student, working professional, or managing a household. With Perplexity Pro, users get a smarter, easier way to find information, learn, and get more done."*

To illustrate the power of this game-changing partnership, take for instance a student from Rajkot. Perplexity Pro can provide processes of legitimate research on the web, learning and collaboration and help organize content logically and easy-to-understand manner, thereby helping him uphold academic standards of excellence. For a homemaker residing in Kanyakumari, Perplexity can serve as an assistant delivering quick and precise responses for daily activities, foster creativity and informed decision-making; all through a user-friendly interface. For a busy professional, planning a family vacation to a new destination, Perplexity Pro can build the itinerary based on time, specified budgets and must-cover activities given by the user in a matter of few seconds. The boost in productivity, and elimination of stress for its users is a benefit one can only realize after trying this tool.

**Customer benefit indicated basis current subscription of Perplexity Pro AI, valid for 1 year. T&C Apply.*



About Bharti Airtel Limited:

Headquartered in India, Airtel is a global communications solutions provider with over 590 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. Within its diversified portfolio, Airtel offers passive infrastructure services through its subsidiary Indus Tower Ltd. For more details visit www.airtel.com

About Perplexity:

Perplexity is an AI-powered answer engine that draws from credible sources in real time to accurately answer questions with in-line citations, perform deep research, and more. Founded in 2022, the company's mission is to serve the world's curiosity by bridging the gap between traditional search engines and AI-driven interfaces. Each week, Perplexity answers more than 150 million questions globally. Perplexity is available in the app store and online at <https://www.perplexity.com>