



February 23, 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 the following press releases dated February 23, 2024 being issued by the Company titled:

- (a) *'Airtel strengthens its retail footprint in Agartala'*
- (b) *'Airtel strengthens its retail footprint in Hyderabad'*
- (c) *'Airtel strengthens its retail footprint in Jalandhar'*
- (d) *'Airtel strengthens its retail footprint in Tricity Chandigarh'*
- (e) *'Airtel strengthens its retail footprint in Vizag'*

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 strengthens its retail footprint in Agartala

Adds 2 new stores to the existing count of 3 stores in the city

Agartala, February 23, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched two new, next-gen Company owned stores in the city of Agartala. The new stores that have come up in Shib Nagar and Bishalgarh Road will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, **Rajnish Verma, CEO, Northeast and Assam, Bharti Airtel**, said, "Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Northeast and Assam. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Northeast and Assam continues to be a big focus market for us and we will continue to invest in this market."

Airtel has been ramping up its offline presence over the past couple of years, fortifying its retail presence in the country. The Company currently has 1500 stores nationally.

About Airtel

Headquartered in India, Airtel is a global communications solutions provider with over 500 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 center services, cyber security, IoT, Ad Tech and cloud-based communication. For more details, visit www.airtel.in



Airtel strengthens its retail footprint in Hyderabad

Adds 18 new stores to the existing count of 68 stores in the city

Hyderabad, February 23, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched eighteen, next-gen Company owned stores in the city of Hyderabad. The new stores that have come up in Boduppall NGS, My Home Jewel, Moulaali, BN Reddy, Alwal, Ramanthapur, Gajularamaram, KPHB-3, Beeramguda, Pragathinagar, Bachupally, Alkapuri 2, Krishna Nagar, Nacharam, Saroor Nagar, Sainikpuri, Dammaiguda and Karmanghat will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, **Shivan Bhargava, CEO, Andhra Pradesh and Telangana, Bharti Airtel**, said, "Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Telangana. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Telangana continues to be a big focus market for us and we will continue to invest in this market."

Airtel has been ramping up its offline presence over the past couple of years, fortifying its retail presence in the country. The Company currently has 1500 stores nationally.

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Airtel strengthens its retail footprint in Jalandhar

Adds a brand-new store to the existing count of 4 stores in the city

Jalandhar, February 23, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched one, next-gen Company owned store in the city of Jalandhar. The new store that has come up in JP Nagar will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion **Pushpinder Singh Gujral, CEO, Upper North, Bharti Airtel**, said, "Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Punjab. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Punjab continues to be a big focus market for us and we will continue to invest in this market."

Airtel has been ramping up its offline presence over the past couple of years, fortifying its retail presence in the country. The Company currently has 1500 stores nationally.

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Airtel strengthens its retail footprint in Tricity Chandigarh

Adds 3 new stores to the existing count of 16 stores in the city

Chandigarh, February 23, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched three new, next-gen Company owned stores in the Tricity Chandigarh. The new stores that have come up in Sector 44, Baltana and Dhakoli will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion **Pushpinder Singh Gujral, CEO, Upper North, Bharti Airtel**, said, "Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Punjab. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Punjab continues to be a big focus market for us and we will continue to invest in this market."

Airtel has been ramping up its offline presence over the past couple of years, fortifying its retail presence in the country. The Company currently has 1500 stores nationally.

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Airtel strengthens its retail footprint in Vizag

Adds a brand-new store to the existing count of 10 stores in the city

Vizag, February 23, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched a brand new, next-gen Company owned store in the city of Vizag. The new store that has come up in Maharaniipeta will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The store will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, **Shivan Bhargava, CEO, Andhra Pradesh and Telangana, Bharti Airtel**, said, "Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Andhra Pradesh. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Andhra Pradesh continues to be a big focus market for us and we will continue to invest in this market."

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