

November 23, 2020

National Stock Exchange of India Limited
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Bandra Kurla Complex, Bandra (E)
Mumbai – 400051, India

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400001, India

Ref: Bharti Airtel Limited (BHARTIARTL/ 532454)

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a press release titled '*Airtel and Vedantu empower millions of school children with affordable access to quality education on their home TV screens*' issued by Bharti Airtel Limited.

Kindly take the above information on record.

Thanking you,
Sincerely yours,

For **Bharti Airtel Limited**



Rohit Krishan Puri
Dy. Company Secretary & Compliance Officer



Airtel and Vedantu empower millions of school children with affordable access to quality education on their home TV screens

Vedantu Masterclasses DTH channels will air on Airtel Digital TV at Rs 4/day to offer high-impact, interactive learnings to Class 6 - 12 students

New Delhi, November 23 2020: Airtel Digital TV, the DTH arm of Bharti Airtel ("Airtel") and Vedantu, the pioneer in LIVE online learning, today announced an innovative partnership to make quality education accessible to students across India by leveraging the deep reach of Airtel.

Under the partnership, two dedicated DTH channels – **Vedantu Materclasses** – will be available exclusively to the 17 Mn Airtel Digital TV customers at the highly affordable price of Rs. 4 per day. The channels will cater to students from Classes 6 to 10 and Classes 11 to 12 respectively and will cover Maths and Science. The learning will be delivered by best-in-class faculty including graduates from IIT and AIIMS with proven track records in teaching. The medium of teaching will be a mix of English and Hindi with plans underway to add regional language content, where possible.

Commenting on the partnership, **Sunil Taldar, CEO & Director – DTH Business, Bharti Airtel**, said: *"We are delighted to partner with Vedantu to democratise high-quality education by making it highly affordable and accessible through the home TV. The TV screen is evolving beyond entertainment to becoming a hub for interactive education and learning that can be delivered in a safe and affordable manner, especially in these unprecedented times. We are confident that this service will be well received by students and parents and education on TV will become a permanent feature which will benefit millions of students."*

Vamsi Krishna, CEO & Co-Founder, Vedantu, added, *"Having established Vedantu as the unanimous choice for LIVE online learning in the metros and key cities, our next mission is to make our highly curated teachers and content available to a vast majority of Indian students. As a brand we are going the extra mile to make quality education accessible. Our partnership with Airtel DTH is in this direction and we are delighted to use our collective strengths to sustain India's learning needs in smaller towns and villages."*

India has a total of 260 million school-going children. In particular, those in small towns and villages have little or no access to high-quality learning due to limited broadband access as well as a shortage of faculty. Some even travel long distances for tuitions and this is challenging especially during the current pandemic. Airtel and Vedantu believe that with its deeper penetration, the home TV screen will provide a ubiquitous medium through which to impart knowledge and bridge the gap between quality teachers and students.

11 hours of fresh interactive content will be available daily to students with repeat telecast for students who missed the class or want to revise the content. To make the learning more fun and engaging, the classes will also include interactive quizzes to which students can respond to using the TV remote.

About Bharti Airtel

Headquartered in India, Airtel is a global telecommunications company with operations in 18 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its mobile network covers a population of over two billion people. Airtel is India's largest integrated telecom provider and the second largest mobile operator in Africa. At the end of September 2020, Airtel had approx. 440 mn customers across its operations. Airtel's portfolio includes high speed 4G/4.5G mobile broadband, Airtel Xstream Fiber that promises speeds upto 1Gbps, converged digital TV solutions through the Airtel Xstream 4K Hybrid Box, digital payments through Airtel Payments Bank as well as an integrated suite of services across connectivity, collaboration, cloud and security that serves over one million businesses. Airtel's OTT services include Airtel Thanks app for self-care, Airtel Xstream app for video, Wynk Music for entertainment and Airtel BlueJeans for video conferencing. In addition, Airtel has forged strategic partnerships with hundreds of companies across the world to enable the Airtel platform to deliver an array of consumer and enterprise services.

