



February 27, 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 27, 2024 being issued by the Company titled:

- (a) *'Airtel strengthens its retail footprint in Agra'*
- (b) *'Airtel strengthens its retail footprint in Madurai'*
- (c) *'Airtel strengthens its retail footprint in Mangalore'*
- (d) *'Airtel strengthens its retail footprint in Meerut'*
- (e) *'Airtel strengthens its retail footprint in Raipur'*

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 Agra

Adds 3 new stores to the existing count of 4 stores in the city

Agra, February 27, 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 city of Agra. The new stores that have come up in Sikandra, Bindu Katra and Shamshabad 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, **Ajay Ananthapadmanabhan - COO, Uttar Pradesh West, 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 Uttar 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 Uttar Pradesh 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 Madurai

Adds 4 new stores to the existing count of 6 stores in the city

Madurai, February 27, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched four, next-gen Company owned stores in the city of Madurai. The new stores that have come up in Pasumalai, Iyer Bungalow, Koodal Nagar and Thirumangalam 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, **Tarun Virmani - CEO, Tamil Nadu, 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 Tamil Nadu. 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 Tamil Nadu continues to be a big focus market for us and we will continue to invest in this market."

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Airtel strengthens its retail footprint in Mangalore

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

Mangalore, February 27, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched two, next-gen Company owned stores in the city of Mangalore. The new stores that have come up in Kottara and Mullar 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 **Vivek Mehendiratta - CEO, Karnataka, 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 Karnataka. 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 Karnataka continues to be a big focus market for us and we will continue to invest in this market."

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Airtel strengthens its retail footprint in Meerut

Adds one brand-new store to the existing count of 6 stores in the city

Meerut, February 27, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched one new, next-gen Company owned store in the city of Meerut. The new store that has come up in Rohta 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, **Ajay Ananthapadmanabhan - COO, Uttar Pradesh West, 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 Uttar 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 Uttar Pradesh continues to be a big focus market for us and we will continue to invest in this market."

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Airtel strengthens its retail footprint in Raipur

Adds 3 new stores to the existing count of 5 stores in the city

Raipur, February 27, 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 city of Raipur. The new stores that have come up in Bhanpuri, Bhatagaon and Telibanda 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, **Ritesh Agarwal- CEO, Madhya Pradesh and Chhattisgarh, 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 Madhya Pradesh and Chhattisgarh. 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 Madhya Pradesh and Chhattisgarh continues to be a big focus market for us and we will continue to invest in this market."

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