



May 27, 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 May 27, 2025 titled '*Airtel introduces India's First All-in-One OTT Entertainment Packs for Prepaid Users*' 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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Airtel introduces India's First All-in-One OTT Entertainment Packs for Prepaid Users

Offers access to 25+ leading OTTs including Netflix, JioHotstar, Zee5, and Xstream Play Premium starting ₹279

New Delhi, May 27, 2025: Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, today, announced new unparalleled entertainment packs for prepaid customers. With access to an industry-leading portfolio of 25+ top OTT platforms—including Netflix, JioHotstar, Zee5 and SonyLiv — Airtel is the only telco in India offering such an extensive entertainment experience. Starting at an attractive introductory price of ₹279 for 1 month validity, customers will get access to a wide variety of popular streaming platforms, of value worth ₹750, making it the only telco to enable access to such a wide bouquet of OTT streaming options. The company has also bundled entertainment packs with unlimited 5G data and unlimited calls at ₹598 facilitating unlimited entertainment.

Packs	Benefit	Validity	MRP
Direct subscription via Airtel Xstream Play App	Netflix Basic + Zee5 + JioHotstar + Airtel Xstream Play Premium	1 month	₹ 279
Prepaid Content Only Packs (incl. 1GB data for 1 Month)	Netflix Basic + Zee5 + JioHotstar + Airtel Xstream Play Premium	1 Month	₹ 279
Prepaid Data Bundles (Unlimited 5G And Unlimited calls)	Netflix Basic + Zee5 + JioHotstar + Airtel Xstream Play Premium	28 days	₹ 598
	Netflix Basic + Zee5 + JioHotstar + Airtel Xstream Play Premium	84 days	₹ 1729

Customers can now access wide variety of TV shows, blockbuster movies, and documentaries from leading OTT platforms such as Netflix, JioHostar, Zee5, SonyLiv, LionsgatePlay, AHA, SunNxt, Hoichoi, ErosNow, and ShemarooMe, among others, all through a single pack. By consolidating these various OTT services into one affordable package, the company seeks to meet the changing entertainment preferences of its prepaid users. This enables them to effortlessly enjoy international, Bollywood, and regional content in more than 16 languages, including their preferred shows, films, and original content without the complications of managing individual subscriptions. This strategic initiative not only enhances Airtel's value proposition but also highlights the company's dedication to offering its customers unmatched convenience, flexibility, and a diverse range of entertainment options.

About Bharti Airtel Limited:

Headquartered in India, Airtel is a global communications solutions provider with over 550 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 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. Within our diversified portfolio, we offer passive infrastructure services through our subsidiary Indus Tower Ltd. For more details visit www.airtel.com