



August 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

Scrip Code: 532454/ 890157

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated August 27, 2024 titled '*Airtel and Apple enter into a strategic partnership to bring Exclusive Offers of Apple TV+ and Apple Music to Customers in India*' 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 - 110 070, India
T.: +91-124-4222222, F.: +91-124-4248063, Email id: compliance.officer@bharti.in, www.airtel.in
CIN: L74899HR1995PLC095967



Airtel and Apple enter into a strategic partnership to bring Exclusive Offers of Apple TV+ and Apple Music to Customers in India

- Airtel Xstream customers can explore the best of Hollywood and award-winning content on Apple TV+ included with premium Airtel WiFi and Postpaid plans
- Airtel users will have access to Apple Music. Wynk Premium users will receive exclusive offers from Airtel for Apple Music

New Delhi, August 27, 2024: Bharti Airtel brings the best of entertainment to Airtel customers in India with new, exclusive offers for Apple TV+ and Apple Music.

Amit Tripathi, Chief Marketing Officer & EVP Customer Experience for Bharti Airtel said, "Apple and Airtel are natural partners who strive to bring excellence to customer experience. We also share the common vision of serving the entertainment needs of Indian users. Airtel offers a one stop shop to bring all content and entertainment through Airtel Xstream. This partnership with Apple will provide immense value to our customers since they will now have access to the best content and entertainment globally."

"We are thrilled that Airtel customers in India will soon be able to enjoy all of the incredible content on Apple TV+ and Apple Music," said **Oliver Schusser, Apple's vice president of Apple Music, Apple TV+, Sports, and Beats**. "With our ever growing catalog of world-class films, television shows and music to choose from we know there will be something for everyone."

Large screen video content viewership is growing at a fast pace in India, and there is a large appetite for high quality video content among Indian users. Apple TV+ offers premium, compelling drama and comedy series, feature films, groundbreaking documentaries, and kids and family entertainment, and is available to watch across all your favourite screens. Since launch, Apple TV+ has premiered more original hits and received more award recognitions faster than any other streaming service in its debut. Airtel Xstream fiber also offers a large selection of TV shows, movies and web series which come included with the WiFi plans, and the addition of Apple TV+ will further enrich this content offering. Apple TV+ will come bundled with premium Airtel WiFi and Postpaid plans.

Airtel will also bring an amazing music listening experience to its customers in India through exclusive offers of Apple Music, available to Wynk Premium users. The award winning Apple Music offers one of the largest global collections of both Indian and global music as well as expertly curated playlists, artist interviews, Apple Music Radio and so much more. Apple Music subscribers also have access to exciting features like Apple Music Sing and time-synced lyrics as well as lossless audio, and immersive Spatial Audio. Wynk Music has been at the forefront of offering quality music content for customers. Wynk Premium users will roll into Apple Music and get exclusive offers.

These Apple Music and Apple TV+ offers will become available exclusively to Airtel customers in India, later this year.

About Bharti Airtel Limited

Headquartered in India, Airtel is a global communications solutions provider with over 550 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 centre services, cyber security, IoT, Ad Tech and cloud based communication. For more details visit www.airtel.in

About Apple Music

Apple loves music. Apple revolutionised the music experience with iPod and iTunes. Today, the award-winning Apple Music celebrates musicians, songwriters, producers, and fans with a catalog of over 100 million songs, expertly curated playlists, and the best artist interviews, conversations, and global premieres with Apple Music Radio. With original content from the most respected and beloved people in music, autoplay, time-synced lyrics, lossless audio, and immersive sound powered by Spatial Audio with Dolby Atmos, Apple Music offers the world's best listening experience, helping listeners discover new music and enjoy their favourites while empowering the global artist community. Apple Music is available in over 167 countries and regions on iPhone, iPad, iPod touch, Mac, Apple Watch, Apple TV, HomePod, CarPlay, and online at music.apple.com, plus popular smart speakers, smart TVs, and Android and Windows devices. Apple Music is ad-free and never shares consumer data with third parties. More information is available at apple.com/apple-music.

About Apple TV+

Apple TV+ offers premium, compelling drama and comedy series, feature films, groundbreaking documentaries, and kids and family entertainment, and is available to watch across all your favourite screens. After its launch on November 1, 2019, Apple TV+ became the first all-original streaming service to launch around the world, and has premiered more original hits and received more award recognitions faster than any other streaming service in its debut. To date, Apple Original films, documentaries and series have earned 501 wins and 2,307 award nominations and counting, including multi-Emmy Award-winning comedy "Ted Lasso" and historic Oscar Best Picture winner "CODA."

Apple TV+ is available on the Apple TV app in over 100 countries and regions, on over 1 billion screens, including iPhone, iPad, Apple TV, Apple Vision Pro, Mac, popular smart TVs from Samsung, LG, Sony, VIZIO, TCL and others, Roku and Amazon Fire TV devices, Chromecast with Google TV, PlayStation and Xbox gaming consoles, and at tv.apple.com, for \$9.99 per month with a seven-day free trial for new subscribers. For a limited time, customers who purchase and activate a new iPhone, iPad, Apple TV or Mac can enjoy three months of Apple TV+ for free.*