May 28, 2020

National Stock Exchange of India Limited
Exchange Plaza, C-1 Block G
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/Madam,

We are enclosing herewith a press release titled *'Nodwin Gaming and Airtel announce partnership, to take Esports in India to the next level'* 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

Nodwin Gaming and Airtel announce partnership to take Esports in India to the next level

Launch 'Airtel India Esports Tour' - *the first national ranking of Esports players in the country*

New Delhi: May 28, 2020 – Bharti Airtel ("Airtel"), India's largest integrated telecommunications company, and NODWIN Gaming, South Asia's leading esports company, today announced a partnership to further grow E-sports in India.

Given India's large youth population and rapidly growing internet penetration, E-sports has the potential to become a large part of the country's mainstream sporting culture. It is estimated that by 2021, online gaming will become a USD one billion plus market in India with over 620 million gamers.

The partnership has been kicked off with the launch of Airtel India Esports Tour, which is the first and largest property of its kind in this segment. It will also have a national ranking and awarding system for Indian Esports players based on their year-long performance across top tournaments will be used as a base to create a points table for all participants.

Airtel India Esports Tour will initially cover all NODWIN tournaments across gaming titles of PUBG Mobile, CS:GO, Clash of Clans, FIFA, etc. The coverage will extend to all iconic NODWIN tournaments such as the India Premiership by NODWIN, Dreamhack India, The Northeast Cup, KO Fight Nights and PAN Fest. This will also cover NODWIN operated tournaments such as the PUBG Mobile Pro league in India.

Post the culmination of the annual tour, the final leaderboard across games will be presented to recognize and reward the winners at an awards show celebrating the key players in the ecosystem. The esports athletes, the teams, the talent, the best plays, etc.

The broadcast of the Airtel India Esports Tour will be available on Airtel's digital platforms and help with taking this emerging format to newer audiences.

Adarsh Nair, Chief Product Officer, Bharti Airtel said: "At Airtel, it has always being our aspiration to support a digital India. Gaming is the next frontier of entertainment and it gives us great pleasure to announce our partnership with NODWIN to unlock the potential of E-sports in India. E-sports is taking a higher share of where our youth spend their time and we look forward to a deep partnership with NODWIN to evolve this space and support the youth in India."

"NODWIN Gaming believes that by binding the elements of independent tournaments into a single storyline we will give rise to a new culture in the competitive world of Indian esports. The teams and players will now look up to perform throughout the year rather than focusing on few big standalone tournaments in a year." said Akshat Rathee, Founder and MD, NODWIN Gaming.

Initially, the Airtel India Esports Tour will be seeded by NODWIN by its extensive tournament network but will aspire to be a platform where all tournaments will carry weightage independent of the organizer. The ecosystem will allow the flexibility of choice for players to play what they want and when they want.

About Bharti Airtel Limited

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 423 million customers across its operations at the end of March 2020. To know more please visit, www.airtel.com

About NODWIN Gaming:

NODWIN Gaming, South Asia's leading esports company, is an independent subsidiary of mobile gaming company Nazara Technologies. Formed in 2014, the India based company has since produced over 10,000 hours of gaming content, has been watched by over 100 million+ viewers and organized 100+ gaming and esports events.

Through its strategic partnerships with global publishers and partners including ESL, Valve, Blizzard and Tencent, NODWIN Gaming has introduced Indians to some of the best global experiences such as DreamHack, the India Premiership, Gaming merchandise and Gaming influencer management services. NODWIN actively works with media broadcasters on offering Media Rights for its national and global properties for broadcast. NODWIN Gaming builds and operates its own esports IPs and currently operates in India, the Middle East and South Africa.