yuMobile customers now part of Airtel's world-class network

Customers to experience Airtel's superior quality network on calls and data across Kenya while enjoying the same yuMobile brand products and services

New Delhi / Nairobi, January 15, 2015: Bharti Airtel ("Airtel"), a leading telecommunications service provider with over 300 million customers and operations in 20 countries across Africa and Asia has announced that it has successfully integrated yuMobile customers into its network. The process which started in August 2014 has seen the 2.55 million yuMobile customers successfully integrated into the Airtel network. Airtel now consolidates its position as the second largest mobile operator in Kenya with a combined customer base of over 8 million and a 26.6 % customer market share.

Joining the Airtel network brings a whole new world of exciting customer experience and unmatched value for money including a much wider and reliable network, better voice call quality, and an opportunity to connect faster to the internet including a totally new online experience on the most extensive world-class 3G network in Kenya.

While confirming the successful integration, Airtel Kenya CEO Adil El Youssefi said, The move of yuMobile customers to the Airtel network guarantees them a whole new-world of quality experience while they continue to enjoy all the existing services that they are familiar with. This is a great beginning to a journey with our loyal customers and for the economy as a whole. The successful completion of this acquisition re-affirms Airtel's commitment to offer a choice of quality products and innovative services to its customers in Kenya."

yuMobile customers will also retain their existing mobile numbers, continue to enjoy their yuMobile services including Ksh3 yuMobile calls to other networks, free yuMobile-to-yuMobile calls, SMS rates at Ksh1 yuMobile-to-yuMobile and Ksh2 yuMobile to other networks and valued added services.

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About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 20 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 4 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 DSL broadband, IPTV, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G wireless services and mobile commerce. Bharti Airtel had over 305 million customers across its operations at the end of October 2014. To know more please visit, www.airtel.com