bharti

August 27, 2018

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 "Airtel and Netflix Announce Strategic Partnership", being issued by Bharti Airtel Limited.

Kindly take the same on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

BHARTI AIRTEL LIMITED NEW DELHI

Rohit Krishan Puri
Dy. Company Secretary & Compliance Officer

Encl: As above

Bharti Airtel Limited
(a Bharti Enterprise)
Regd. & Corporate Office: Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070
T.: +91-11-4666 6100, F.: +91-11-4166 6137, Email id: compliance.officer@bharti.in, www.airtel.com
CIN: L74899DL1995PLC070609

airtel

Airtel And Netflix Announce Strategic Partnership

Select Airtel Postpaid and Home Broadband Plans to come with a three month gift of Netflix. Airtel postpaid subscribers get ability to pay for Netflix using their Airtel bill.

Expanded partnership will strengthen Airtel's vastly differentiated & digital content portfolio while giving Netflix access to a large pool of premium customers

NEW DELHI - August 27, 2018: Airtel and Netflix today announced an expansion of their partnership in India through which subscribers of select Airtel Postpaid and V-Fiber Home Broadband plans will receive a three month gift of a Netflix subscription. Post these three months, these subscribers will be able to pay for their Netflix subscription seamlessly, using their Airtel postpaid or home broadband bill. Existing Netflix subscribers will also be eligible for this gift. Subscribers not eligible for the gift will be able to sign up to Netflix through Airtel's apps and pay for their subscription using their Airtel bill.

Customers on eligible Airtel plans will be able to sign up to Netflix and receive the three month gift of Netflix through the Airtel TV app and the My Airtel app in a frictionless manner. Customers not on plans eligible for this gift will also be able to sign up or upgrade to eligible Airtel plans to claim this gift and pay for Netflix using their Airtel bill. Airtel will announce details of eligible postpaid mobile and home broadband plans over the coming weeks. Netflix and Airtel have also partnered to promote Netflix content and give Airtel TV users a taste of Netflix content through a dedicated row on the Airtel TV app.

Gopal Vittal, MD & CEO (India & South Asia), Bharti Airtel said, "Partnerships are at the core of Airtel's DNA and we are delighted to expand our strategic relationship with Netflix. Affordable high speed data services and growing smart devices have created a massive opportunity, perhaps one of the biggest in the world, for the uptake of content – both local and global. We look forward to working closely with Netflix to leverage this huge potential and continue delighting customers with some amazing offerings."

The expanded partnership further strengthens Airtel's vast digital content portfolio on Airtel TV, which already offers over 10,000 plus movie and shows plus 375 plus LIVE TV channels. Airtel TV is growing fast on the back of booming demand for content on smartphones. Airtel has built a large ecosystem of digital content partners to serve this explosive demand. The partnership with Netflix reaffirms its commitment to continue to bring meaningful and differentiated partnerships on video content for its existing customers.

Bill Holmes, Global Head of Business Development for Netflix said, "We are delighted to expand our partnership with Airtel and combine the latest technologies and the best of entertainment. Be it Sacred Games, Ghoul or Stranger Things, more and more fans are watching on mobile so we're bringing together Netflix's award-winning TV shows and movies with Airtel's amazing mobile and broadband networks. Airtel customers will enjoy the simplicity of one monthly bill for their Netflix subscription and Airtel postpaid/home broadband bill."

About Airtel
Bharti Airtel is a leading global telecommunications company with operations in 16 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 and mobile commerce services. Bharti Airtel had over 394 million customers across its operations at the end of December 2017. To know more please visit, www.airtel.com



About Netflix
Netflix is the world's leading internet entertainment service with 130 million memberships in over 190 countries enjoying TV series, documentaries and feature films across a wide variety of genres and languages. Members can watch as much as they want, anytime, anywhere, on any internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

Thomas Cherian

tcherian@netflix.com

Vaishnavi Murali

vaishnavi.murali@publicisconsultants-asia.com

