



November 06, 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 by subsidiary of the Company

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated November 06, 2024 titled '*Nxtra by Airtel becomes first data centre in India to deploy AI for enhanced operational excellence*' being issued by Nxtra Data Limited, a subsidiary of 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

Nxtra by Airtel becomes first data centre in India to deploy AI for enhanced operational excellence

Leverages AI to build smarter, more efficient and resilient future-ready data centres

Chennai (India), November 06, 2024: Furthering its mission to build future-ready data centre infrastructure that is “Intelligent by Design and Sustainable by Choice”, Nxtra by Airtel, one of India’s leading data centre companies, has deployed Artificial Intelligence (AI) in its data centres to drive operational excellence.

With this, Nxtra by Airtel has become the first data centre in India to leverage AI to build new-age digitised facilities engineered to drive smart capabilities like predictive maintenance, enhanced operational and energy efficiency, streamlined automation of operations and optimised capex utilisation.

The deployment leverages the AI-powered SmartSense platform of leading AI expert in the infrastructure industry, Ecolibrium. Nxtra implemented the AI technology in its Chennai data centre first and will now deploy the capabilities across all its core data centres.

With the deployment, Nxtra aims to achieve key efficiency milestones including:

- **10% increase in asset life** through real time performance analytics to identify early signs of deterioration and provide corrective recommendations
- **10% reduction in non-IT power consumption** through early identification of deviations and energy loss in each piece of equipment
- **15% increase in equipment performance** through AI-driven Fault Detection and Diagnostics (FDD) algorithms and preventative maintenance
- **25% improvement in productivity** with intelligent and proactive insights across all DC operations

Ashish Arora, CEO – Nxtra by Airtel, said, “As a brand, we are always integrating newer ways to build future-ready and sustainable data centres with a vision to deliver superior customer experiences. In line with this, we have been at the forefront of building new-age data centres that leverage automation and advanced technological capabilities. The partnership with Ecolibrium and the integration of AI into the core of our data centres is a crucial step in this direction with which we will advance our energy efficiency and overall performance.”

Chintan Soni, CEO – Ecolibrium, said, “Today, our AI/ML platform is operational at over 500 sites worldwide, providing real-time, data-driven insights across industries like real-estate and manufacturing. In a first-of-its-kind collaboration with Nxtra, we are bringing our 12 years of expertise to revolutionise data centre operations through cutting-edge AI technology. Nxtra has done commendable work in building environmentally friendly digital infrastructure and, by connecting it with our expertise in AI and engineering, we are confident that together we can them maintain high standards of operational and energy efficiency”.

Leveraging AI/ML based algorithms will enable Nxtra to identify opportunities for cost savings and efficiency improvements and build agile data centres with which it can deliver enhanced end user experiences to its customers.

Nxtra by Airtel offers India's largest network of intelligent and sustainable data centres across 120+ locations to leading enterprises, hyperscalers, start-ups, SMEs and governments. The company is on a trajectory to double its existing capacity to over 400 MW in the next few years. Nxtra has committed to becoming net-zero by 2031 through multiple interventions including accelerated green energy adoption, energy efficient infrastructure and processes and the implementation of sustainable business practices. For more details, visit www.nxtra.in

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. For more details visit www.airtel.in

About Ecolibrium

Founded in 2012, Ecolibrium is a global leader in AI-powered decarbonisation technology. The combination of the company's award-winning flagship platform, SmartSense, with its unique customer care philosophy and partners, enables organisations to more accurately view and measure their carbon footprint, turning real-time data-driven insights into implementable and measurable outcomes. The company has delivered an impact that spans over 80 clients and 500+ sites globally, assimilating 25 million data points daily. Over the past decade, Ecolibrium has consistently delivered a 20% reduction in energy spend, an 11% increase in productivity, and a 21% reduction in maintenance costs. For more details, visit www.ecolibrium.io