



December 11, 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 December 11, 2024 titled '*Glance and Airtel Digital TV partner to launch Glance TV, Transforming Idle Screens into Smart Experiences*' 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)

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Glance and Airtel Digital TV partner to launch Glance TV, Transforming Idle Screens into Smart Experiences

Key Highlights –

- *Glance TV transforms idle, ambient TV screens into dynamic, AI-powered smart surfaces, offering a truly unique and immersive experience.*
- *The platform delivers live, personalized content on connected TVs when the screen is idle and not in active use*
- *Glance aims to expand this innovative platform to global markets in the near future*

India, 11 December, 2024 – Glance, a leading consumer technology company, has unveiled **Glance TV, a pioneering feature that transforms idle, ambient TV screens into dynamic, AI-powered smart surfaces**, setting a new benchmark in the connected TV (CTV) industry. The platform launches in India with Airtel as its first partner, allowing customers to experience Glance TV through Airtel Xstream devices powered by Android TV OS.

Glance TV redefines how connected TVs can serve users, turning passive moments into engaging experiences. Unlike traditional screens that remain static, Glance TV delivers live, personalized and real-time content even when the TV is not in active use. This always-on, immersive experience ensures the screen stays engaged, providing entertainment and updates tailored to individual interests.

In the first phase of its deployment, Glance TV has been rolled out on over one million Airtel Xstream devices, with users engaging for an average of 200 minutes across three sessions per day. The platform aims to be available on four million devices in India by June 2025, with plans to expand into select global markets in the near future.

With content sourced from a large network of leading publishers, Glance TV offers live and trending content, across multiple **categories such as breaking news, entertainment, sports, business, financial, automobiles, and technology**. It is currently available in English.

One of the key features of Glance TV is its live updates, which allow sports enthusiasts to stay informed with real-time scores, detailed statistics, and comprehensive scorecards. Additionally, users can access a weather widget, providing all the essential details to help plan their day. Together, these features make Glance TV a comprehensive destination for both real-time and relevant information.

Siddharth Sharma, CEO - Airtel Digital TV, Bharti Airtel, said, "Customers are increasingly moving away from traditional entertainment, seeking platforms that offer more value. Our strategic partnership with Glance will elevate customer experience by delivering interactive features that enables access to advanced AI technology directly through their TVs. We are excited to provide our customers with this enhanced experience and hope they make the most of it."



Piyush Shah, Co-founder at InMobi, and President & COO at Glance, said, "Glance TV marks a groundbreaking step in redefining televisions as intelligent, AI-powered platforms that go beyond traditional media consumption. It elevates TVs from mere entertainment devices to dynamic surfaces that engage, connect, and inspire users, creating a seamless blend of content and interaction. Glance TV reimagines the very essence of the TV experience."

He further added, "Our partnership with Airtel is instrumental in scaling this vision, combining their robust ecosystem with our cutting-edge AI technology to unlock new possibilities for television."

Globally, connected TVs are transforming the entertainment landscape. In India, this market has seen remarkable growth, expanding to over 40 million in 2024, driven by affordable smart TVs and improved internet connectivity. These devices are redefining content consumption and solidifying their position at the heart of the future digital ecosystem.

Glance, a pioneer in building smart surface experiences, is reshaping how users engage with devices. From revolutionizing lock screens which are currently present on over 450 million smartphones worldwide, to launching its innovative Glance TV product, Glance is redefining internet consumption by delivering dynamic and personalized content across multiple device surfaces.

About Glance

Founded in 2019, Glance is a consumer technology company that operates some of the most disruptive digital platforms including Glance, Roposo, and Nostra. Glance has redefined the way internet is consumed on the lock screen, removing the need for searching and downloading apps. Over 450 million smartphones now come enabled with Glance's next-generation internet experience. Roposo has revolutionized commerce by launching a destination for creator-led live entertainment commerce. Headquartered in Singapore, Glance is an unconsolidated subsidiary of InMobi Group and is funded by Jio Platforms, Google, and Mithril Capital. For more information visit glance.com, roposo.com and inmobi.com

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