



September 17, 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 September 17, 2024 titled '*Airtel Digital TV's New Plan Offers Amazon Prime Benefits to Customers*' 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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**CIN:** L74899HR1995PLC095967

## Airtel Digital TV's New Plan Offers Amazon Prime Benefits to Customers

- Plans for unlimited Hindi Linear TV and Amazon Prime Lite start at INR 521
- As part of its 'Ultimate and Amazon Prime Lite' plan, Airtel Digital TV will offer access to 350+ live TV channels along with Amazon Prime Lite benefits to subscribers

**MUMBAI, India—September 17, 2024—** Airtel Digital TV has joined hands with Amazon Prime to offer live TV and Prime Lite benefits as part of its new *Ultimate and Amazon Prime Lite* plan. Subscribers of the plan can enjoy unparalleled entertainment from Prime Video on 2 devices in HD quality, in addition to enjoying linear TV channels. Prime Lite subscription also includes other Prime benefits like free unlimited same-day delivery on over 10 Lakh products and next-day delivery on 40 Lakh+ products on Amazon, early access to sale events & Lightning Deals and 5% cashback on purchases on Amazon.in with Amazon Pay ICICI Bank Credit Card.

**Siddharth Sharma, CEO- Airtel Digital TV, Bharti Airtel, said,** “The growing demand for mobile entertainment has prompted us to expand our TV offerings, providing customers with anytime, anywhere access. Our partnership with Amazon Prime enhances our content lineup, complementing our diverse range of home entertainment services. We are excited to offer customers an unparalleled experience, with prices starting as low as INR 521 for the Hindi content. We are confident our users will maximise the value of this compelling deal.”

“At Prime Video, we are constantly looking at ways to strengthen our distribution and take our much-loved movies and series to an even wider audience,” said **Shilangi Mukherji, director & head – SVOD business, Prime Video, India.** “The collaboration with Airtel Digital TV makes access to Prime Video’s full selection of content even more seamless, while providing other shopping & shipping benefits of Prime Lite, like unlimited free ‘Same-day/Next-Day’ delivery across millions of products, early access to exclusive deals, and much more. The collaboration aims to make premium entertainment even more accessible to customers in India.”

Plans at glance:

Price	Pack Name	Duration (Days)
INR 521	Hindi Ultimate & Amazon Prime Lite 1M	30
INR 2288	Hindi Ultimate & Amazon Prime Lite 6M	180

With this offer, Airtel also aims to refine home entertainment with unlimited access to 350+ TV channels, along with over-the-top (OTT) content available on Prime Video, to provide a holistic solution to the evolving entertainment needs of consumers.

Subscribers can enjoy a seamless streaming experience with uninterrupted access to the full selection of Prime Video’s movies and series including the highly popular Original series like

*Mirzapur, Panchayat, The Family Man, Dhootha, Inspector Rishi*, blockbuster movies *Tiger 3, Kantara, Maja Ma, Bawaal, Teri Baaton Mein Aisa Uljha Jiya*, and many more, along with international series and movies like *Fallout, Citadel, The Lord of The Rings: The Rings of Power, The Boys*, to name a few.

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#### **About Bharti Airtel Limited**

Headquartered in India, Airtel is a global communications solutions provider with over 550+ million customers in 17 countries across South Asia and Africa. 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 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](http://www.airtel.in)

#### **About Amazon Prime**

Amazon Prime is designed to make customers' life better every single day with the best of shopping, savings, and entertainment through one single membership. In India, members get unlimited free one-day delivery on over 10 lakh products & next-day delivery on over 40 lakh products, unlimited 5% cashback on all A.in purchases with Amazon Pay ICICI credit card, access to exclusive deals, early and exclusive access to Prime Day. Amazon Prime also provides unlimited access to award-winning movies & TV shows with Prime Video, unlimited access & AD free access to millions of songs and podcasts with Amazon Music, free rotating selection of thousands of e-books, magazines and comics with Prime Reading and access to monthly free-in game content with Prime Gaming. Visit [amazon.in/prime](https://amazon.in/prime) to join Prime now.

#### **About Prime Video**

Prime Video is a one-stop entertainment destination offering customers a vast collection of premium programming in one application available across several devices. On Prime Video, customers can find their favourite Indian and international original series, movies, TV shows, and more, across multiple languages – including Indian-produced Original series like *Mirzapur, Farzi, Panchayat, The Family Man, Dhootha, Jubilee, Dhaad, Made in Heaven, Suzhal – The Vortex, Inspector Rishi, Poacher, Indian Police Force, Paatal Lok, Rainbow Rishta, Wedding.con*; Original movies like *Maja Ma, Ammu, Mast Mein Rehne Ka*; popular global Originals like *Citadel, The Lord of The Rings: The Rings of Power, Fallout, Reacher, The Boys, The Wheel of Time, Road House, The Idea of You*; some of the biggest post-theatrical films; direct-to-service films such as *Shershaah, Soorari Potru, Sardar Udham, Bawaal, Gehraiyaan, Jai Bhim, Jalsa, Sherni, Narappa, Sarpatta Parambarai, Kuruthi, Joji, Malik, Pippa, #HOME, Sharmajee Ki Beti*, and many more of such titles. Additionally, Prime Video's video entertainment marketplace, offers customers programming from partners such as *Lionsgate Play, Discovery+ Crunchyroll, BBC Player, Sony Pictures – Stream, MGM+, FanCode, Chaupal, Manorama Max, Eros Now, Hoichoi, Anime Times*, to name a few, via Prime Video add-on-subscriptions, as well as the option to rent movies, regardless of whether customers have a Prime membership or not. Customers can also go behind the scenes of their favorite movies and series with exclusive [X-Ray](#) access. Prime Video is one benefit among many that provides savings, convenience, and entertainment as part of the Prime membership. For more info visit [www.amazon.com/primevideo](http://www.amazon.com/primevideo).

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