



September 25, 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 25, 2024 titled '*Airtel cracks down on SPAM, launches India's first AI-powered network solution for SPAM detection*' 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)

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



Airtel cracks down on SPAM, launches India's first AI-powered network solution for SPAM detection

AI solution processes 1 trillion records on a real time basis. Flags 100 million spam calls and 3 million SMSes every day

New Delhi, September 25, 2024: In a pioneering move to curb the country's spam menace, Bharti Airtel ("Airtel"), today, launched India's first network-based, AI-powered spam detection solution that will significantly solve the issue of spam calls and messages for its customers.

A first-of-its-kind solution by a telecom service provider in the country, the tool will alert customers in real-time to all suspected spam calls and SMSes. The solution is free of cost and will get auto-activated for all Airtel customers without them having to raise a service request or download an app.

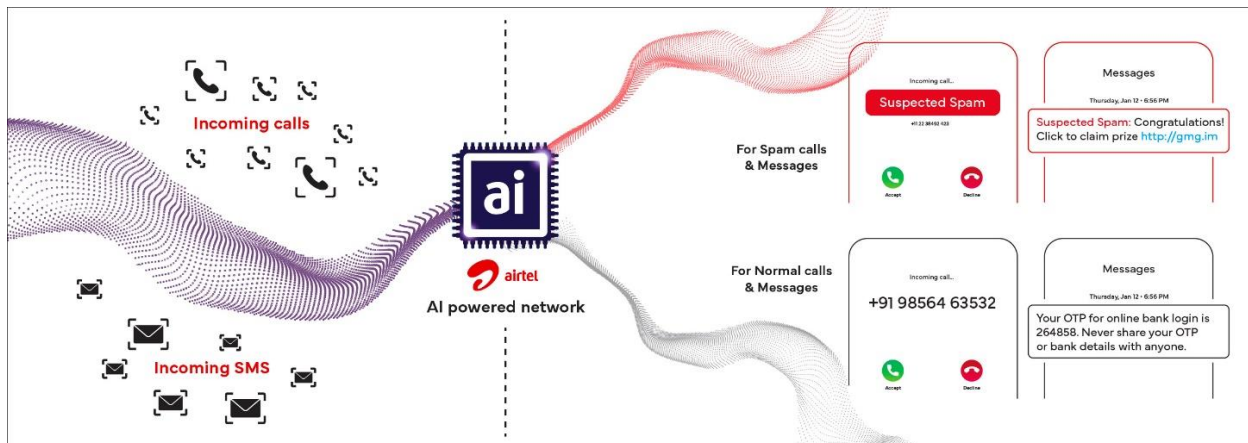
Gopal Vittal, Managing Director and Chief Executive Officer, Bharti Airtel said, "Spam has become a menace for customers. We have spent the last twelve months to solve this comprehensively. Today marks a milestone as we launch the country's first AI-powered spam free network that will shield our customers from the continuous onslaught of intrusive and unwanted communications".

"Designed as a dual-layer protection, the solution has two filters – one at the network layer and the second at the IT systems layer. Every call and SMS passes through this dual-layered AI shield. In 2 milliseconds our solution processes 1.5 billion messages and 2.5 billion calls every day. This is equivalent to processing 1 trillion records on a real time basis using the power of AI. Our solution has been able to successfully identify 100 million potential spam calls and 3 million spam SMSes originating every day. For us, keeping our customers secure is a burning priority." **Vittal** added.

Developed in-house by Airtel's data scientists, the AI-powered solution uses a proprietary algorithm to identify and classify calls and SMSes as "Suspected SPAM". The network powered by state-of-the-art AI algorithm analyses various parameters such as the caller or sender's usage patterns, call/SMS frequency, call duration amongst several others, on a real time basis. By cross-referencing this information against known spam patterns, the system flags suspected spam calls and SMSes accurately.

Additionally, the solution also alerts customers to malicious links received via SMS. For this, Airtel has built a centralised database of blacklisted URLs and every SMS is scanned in real time by a state-of-the-art AI algorithm to caution users from accidentally clicking on suspicious links. The solution can also detect anomalies such as frequent IMEI changes – a typical indicator of fraudulent behavior. By layering these protective measures, the company is ensuring its customers receive maximum level of defense against the evolving landscape of spam and fraud threats.

How does India's AI-powered SPAM free network work?



Note to the Editor

The Government of India (GoI) has allocated 10-digit numbers with the prefix 160 to for service and transactional calls. Customers can expect to receive calls from these 160-prefix series assigned to Banks, Mutual Funds, Insurance Companies, Stockbrokers, other financial institutions, Corporates, Enterprises, SMEs, big and small businesses used for making transactional and service calls.

Additionally, those customers who have not opted for Do-not-disturb (DND) and have subscribed to receiving promotional calls will continue to receive them from a 10-digit number with the prefix 140.

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 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.com