



August 09, 2023

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 August 09, 2023 titled '*Airtel's Wynk Music and Dolby bring Dolby Atmos to music lovers*' issued by the Company.

Kindly take the same on record.

Thanking you,
Sincerely Yours,

For Bharti Airtel Limited

Rohit Krishan Puri
Dy. Company Secretary & Compliance Officer

Bharti Airtel Limited
(a Bharti Enterprise)

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Airtel's Wynk Music and Dolby bring Dolby Atmos to music lovers

- *Wynk Music users can now enjoy music in the immersive sound of Dolby Atmos*
- *Wynk's Dolby Atmos music catalogue will include songs across eight languages from renowned labels like Yash Raj Films (YRF), Saregama, Phonographic Digital Limited (PDL) among others*

New Delhi, August 9, 2023 - Wynk Music, India's leading music streaming app, and Dolby Laboratories, a leader in immersive entertainment experiences, announced the launch of Dolby Atmos® to its users at no extra cost.

Wynk's Dolby Atmos music catalogue and playlists will include songs across eight languages from renowned music labels such as Yash Raj Films (YRF), Saregama, Phonographic Digital Limited (PDL) and many more. Wynk will continuously add to this catalogue, which will be accessible to all its users at no extra cost.

Edwin Charles Albert, Head - Content and Partnerships, Airtel Digital said, *"Delighting customers by giving them the best continues to be our core proposition. Our partnership with Dolby combines Wynk's core strengths of an extensive library and superior music delivery with a never-before audio experience in Dolby Atmos will certainly enhance user experience immeasurably. We will continue to add partners with cutting-edge technologies with the aim to consistently deliver the best music experience."*

Karan Grover, Senior Director – Commercial Partnerships IMEA Dolby Laboratories said, *"We are thrilled to collaborate with Wynk Music and bring this revolutionary music experience to more music fans, taking their music experience to the next level. Whether listening at home or on the go, nothing takes listeners right inside the song like Dolby Atmos."*

Prashant Dogra, CEO, Phonographic Digital Limited (PDL) added, *"We represent more than 900 labels from across the country and are thrilled to now have the Dolby Atmos Music experience available on Wynk Music. This partnership will bring music lovers much closer to the true sound of music that the artists have created for their fans."*

Music fanatics tuning into Wynk Music can now discover surprising new details with music in Dolby Atmos. Songs can now be heard and felt all around them, unlocking new levels of emotion and drawing listeners closer to the artists they love. To enjoy Dolby Atmos on Wynk Music, a compatible iOS or Android Dolby Atmos-enabled mobile device is required.

Dolby Atmos is a completely new way to create and experience music that delivers artistic expression at its fullest capacity, forging a deeper connection between artists and their fans. Music in Dolby Atmos goes beyond the ordinary listening experience by immersing the listener in the song, revealing details with unparalleled clarity and depth. It gives artists more space and the freedom to fully realise their vision and unlock new levels of emotion in their music for their listeners. Whether it's hearing the layers of instruments moving all around them, catching the subtle breath a singer takes between lyrics, or feeling melodies wash over them – nothing will bring the listener inside the song like Dolby Atmos.

Wynk has been at the forefront of the music streaming revolution in India and has several industry firsts to its credit including Wynk Studio and the Wynk for artiste's programme that has gone from strength to strength. Launched in 2014, Wynk Music is today India's number 1 music streaming app by downloads and daily active users today.

Wynk Music is accessible across a whole range of platforms including Android Drive Mode, Android Auto, SIRI, Apple Car Play, Google Nest, Apple Watch and Google Assistant.

Wynk Music journey:

1. Sept 2014: Launched in India; crosses 1 lakh downloads in 4 days
2. Feb 2015: Crosses 5 million app downloads
3. June 2015: Launches Data Save Mode
4. Nov 2015: Crosses 12 million installs
5. Jan 2016: Introduces MP3 Player Function- Plays Local MP3 file
6. Mar 2017: Crosses 50 million installs
7. Jan 2018: Crosses 75 million install
8. Dec 2018: Voted India's most entertaining app on Playstore
9. Jan 2019: Crosses 100 million installs
10. Aug 2022: Launched Wynk Studio

About Airtel: Headquartered in India, Airtel is a global communications solutions provider with over 500 Mn 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/

About Dolby Laboratories

Dolby Laboratories (NYSE: DLB) is based in San Francisco with offices around the globe. From movies and TV shows, to apps, music, sports and gaming, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide. We partner with artists, storytellers, developers, and businesses to revolutionize entertainment and communications with Dolby Atmos, Dolby Vision, Dolby Cinema, and Dolby.io.

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