



October 18, 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 October 18, 2023 titled '*Airtel launches India's first integrated omni-channel cloud platform for CCaaS (Contact Center as a Service)*' being 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 launches India's first integrated omni-channel cloud platform for CCaaS (Contact Center as a Service)

Combines Voice-as-a-Service (VaaS) and cloud connectivity, enabling enterprises to significantly reduce investments for all their contact center needs

Gurugram, India, October 18, 2023: Bharti Airtel (“Airtel”), one of India’s leading telecommunications service providers, today, announced the launch of Airtel CCaaS (Contact Center as a Service) – an industry first omni-channel cloud platform that offers a unified experience for all contact center solution required by an enterprise.

Currently, businesses with contact center requirements need to source voice, cloud and software separately from multiple vendors resulting in increased capital and time investments. Airtel’s innovative CCaaS offering will enable enterprises to reduce these investments significantly, as the platform unifies Voice-as-a-service (VaaS), cloud and the best of contact center software from leading providers including Genesys. The platform will enable enterprises to get started on contact center solutions instantly at affordable monthly costs.

Abhishek Biswal, Head – Digital Products & Services, Airtel Business said, “As a brand we consistently work towards delighting our customers with innovative products and services. The lack of a unified platform for contact center solutioning has been an industry issue. We have developed a cutting-edge technology platform for CCaaS to address the challenges faced by the industry. Our innovative CCaaS offering combines the best of voice, cloud and software to simplify contact center management at an affordable cost. With this, we will not only revolutionize the segment with a game-changing solution but will also usher in a new era of streamlined operations for an enriching customer contact experience. We are certain that the industry will make the most of the offering”.

With Airtel CCaaS, enterprises can enjoy seamless call handling for both inbound and outbound calls in addition to call routing, call queuing, conference calling, call redirecting and cloud monitoring on cloud accessible across all office locations anywhere, any time.

In addition to solving the problem of dealing with traditional multi-vendor setups for sourcing services, the platform also eliminates the need for enterprises to close requisite regulatory compliances and the challenge of longer wait time during troubleshooting requirements, which not only involve higher capital, operational expenses and time investments, but also limits easy scaling to other locations.

Offered under Airtel’s CPaaS platform - Airtel IQ, the CCaaS platform was in pilot testing for a few months before its launch today. Airtel has tested the solution with marquee customers and received positive feedback for its convenience and affordable pricing options. For more details, click here: <https://www.airtel.in/business/b2b/cloud-contact-center>



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 center services, cyber security, IoT, Ad Tech and cloud based communication. For more details visit www.airtel.com/