September 22, 2022

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 22, 2022 titled *'Airtel and WhatsApp launch 'Airtel IQ Hackathon' inviting start-ups to build new age business solutions on WhatsApp'* 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 and WhatsApp launch 'Airtel IQ Hackathon' inviting start-ups to build new age business solutions on WhatsApp

- Ed-Tech, BFSI, Travel and Hospitality, Ecommerce and Contact Center operations to be the core segments for solutions
- Winners get prizes worth INR 1 Cr, Business mentorship from WhatsApp and Airtel across product, engineering and business
- Select few winners to get a chance to join Airtel accelerator program and benefit from Airtel's strengths in data, distribution, network and payments besides funding

New Delhi, 22nd September, 2022: Bharti Airtel ("Airtel"), India's premier communications solutions provider and WhatsApp, today announced the launch of first ever "Airtel IQ" hackathon. The hackathon's objective is to identify and build new-age business solutions using the WhatsApp Business Platform across five key sectors of economy that can potentially improve livelihoods and contribute to the sustainable and economic growth of the country. These are E-Commerce, Ed-Tech, Banking and Financial Services (BFSI), Travel and Tourism, Contact center operations where start-ups have made a mark and entrepreneurs have developed robust businesses.

Airtel IQ hackathon is hacking for a connected future and solving business challenges in the age of connectivity, deploying the power of programmable communications with an aim to solve customer engagement problems. It aims to offer emerging Indian startups, Independent Software Vendors (ISV) and the student community an opportunity to leverage technology and drive customer experience and better customer engagement.

Applications will close on 09 October, 2022 and participants will be evaluated over three rounds and a mega finale on Dec 1st, 2022. For more details and registration on the 'Airtel IQ Hackathon' – Visit HERE

Airtel IQ Hackathon offers prizes worth up to Rs 1 Crore, Business Mentorship from Leaders at Airtel and WhatsApp across product, engineering and business functions along with training engagements and learning modules on WhatsApp Business Platform. Airtel IQ will also offer winners, free conversations on the WhatsApp Business Platform and the WhatsApp API helping them reduce their operating costs and focus on building the future of conversational experience using chat-based experiences on WhatsApp Business Platform. Winners will also get an opportunity to leverage Airtel Business' expansive channel network to achieve reach and scale with enterprises.

A select few startups would be offered to onboard the Airtel Startup Accelerator Program and hyper-scale their company with Airtel. Under this Program, in addition to the funding in the range of $500K – $2M, startups gain access to Airtel's core platform strengths of data, distribution, network, and payments. Further, startups get access to Airtel's global partner ecosystem and advisory from Airtel's executive team.

Commenting on the occasion, Mr. Abhishek Biswal, Business head, Airtel IQ said: "India's startup ecosystem has seen outstanding growth guided by the Government of India's vision. Our technology talent pool has been doing some phenomenal work in building solutions that solve hard problems. Airtel IQ is thrilled to partner with WhatsApp @Meta bringing together our expertise to empower technology entrepreneurs, software publishers and emerging startups to build future-ready CPaaS solutions. On

behalf of Airtel, I invite startups to be a part of this Hackathon and benefit from the opportunities to chart their growth journeys, scale up quickly and sustainably."

Ravi Garg, Director of Business Messaging, Meta India, said, "India's start-up ecosystem has been a cradle of innovations, impacting socio-economic change in the country. As technology becomes more immersive, businesses are utilising the WhatsApp Business Platform for developing end-to-end customer experiences innovatively. Our partnership with 'Airtel IQ Hackathon' intends to foster and nurture start-ups in building technology-based solutions towards achieving the Digital India vision. Technology offers immense potential to make E-Commerce, Ed-Tech, Banking and Financial Services, Travel & Tourism more accessible, convenient, and inclusive for millions of Indians."

The hackathon is part of a range of projects Airtel has initiated with the goal of developing and enhancing India's technology talent. Airtel consistently seeks to employ more women engineers and is setting up a dedicated tech center in Pune to house tech talent across fields such as Artificial Intelligence, Data Analytics and has also vigorously put in efforts to upskill and develop local talents in its countries.

With India witnessing growth in entrepreneurship and tech start-ups ecosystems, the hackathon will inspire innovations that can enable India's digital transformation journey.

About Airtel: Headquartered in India, Airtel is a global communications solutions provider with over 490 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/4.5G 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/