



February 20, 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
Scrp Code: 532454/ 890157

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith the following press releases dated February 20, 2024 being issued by the Company titled:

- (a) *'Airtel strengthens its retail footprint in Ambala'*
- (b) *'Airtel strengthens its retail footprint in Guwahati'*
- (c) *'Airtel strengthens its retail footprint in Jaipur'*
- (d) *'Airtel strengthens its retail footprint in Patna'*
- (e) *'Airtel strengthens its retail footprint in Ranchi'*

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)

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 strengthens its retail footprint in Ambala

Adds 2 new stores to the existing count of 2 stores in the city

Ambala, February 20, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched two new, next-gen Company owned stores in the city of Ambala. The new stores that have come up in Mahesh Nagar, Manav Chowk will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, Pushpinder Singh Gujral- **CEO, Upper North, Bharti Airtel**, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Haryana. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Haryana continues to be a big focus market for us and we will continue to invest in this market."*

Airtel has been ramping up its offline presence over the past couple of years, fortifying its retail presence in the country. The Company currently has 1500 stores nationally.

About Airtel

Headquartered in India, Airtel is a global communications solutions provider with over 500 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 center services, cyber security, IoT, Ad Tech and cloud-based communication. For more details, visit www.airtel.in



Airtel strengthens its retail footprint in Guwahati

Adds 6 new stores to the existing count of 10 stores in the city

Guwahati, February 20, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched six new, next-gen Company owned stores in the city of Guwahati. The new stores that have come up in Six Mile; VIP Road, Azara, North Guwahati, Colony Bazar and Adabari will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, **Rajnish Verma- CEO, North East and Assam, Bharti Airtel**, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of North East and Assam. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of North East and Assam continues to be a big focus market for us and we will continue to invest in this market."*

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Airtel strengthens its retail footprint in Jaipur

Adds 9 new stores to the existing count of 19 stores in the city

Jaipur, February 20, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched nine new, next-gen Company owned stores in the city of Jaipur. The new stores that have come up in Durgapura, Patrakar colony, Subhash Chowk, Brahampuri, Bhankrota, New Sanganer Road, Murlipura, Jagatpura and Mansarovar mini will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, Marut Dilawari - **CEO, Rajasthan, Bharti Airtel**, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Rajasthan. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Rajasthan continues to be a big focus market for us and we will continue to invest in this market."*

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Airtel strengthens its retail footprint in Patna

Adds 3 new stores to the existing count of 6 stores in the city

Patna, February 20, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched three new, next-gen Company owned stores in the city of Patna. The new stores that have come up in Anisabad, Ashiyana and Saguna mod will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, **Sujay Chakrabarti, CEO – Bihar & Jharkhand, Bharti Airtel**, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Bihar & Jharkhand. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Bihar & Jharkhand continues to be a big focus market for us and we will continue to invest in this market."*

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Airtel strengthens its retail footprint in Ranchi

Adds a brand-new store to the existing count of 3 stores in the city

Ranchi, February 20, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched one new, next-gen Company owned stores in the city of Ranchi. The new stores that have come up in Ratu Road will strengthen Airtel's retail presence and will offer unparalleled service experience to customers. The stores will also showcase Airtel's cutting-edge technologies across its portfolio.

Designed around the theme of creating excellence and winning customers for life, these neighborhood stores will display the entire range of Airtel's offerings including Xstream, Xsafe, 5G Plus etc. With a vision to deliver unparalleled service experience, the store-staff, referred to as 'Airtel Friends' are trained to address and resolve customer queries across all of Airtel's portfolio including mobile, broadband and DTH.

Commenting on the expansion, **Sujay Chakrabarti, CEO – Bihar & Jharkhand, Bharti Airtel**, "*Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Bihar & Jharkhand. As a one-stop-shop for all customer needs, these neighborhood stores will offer an exhaustive range of services including mobile, broadband, DTH, etc. The state of Bihar & Jharkhand continues to be a big focus market for us and we will continue to invest in this market.*"

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