



December 22, 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 December 22, 2023 titled '*Airtel Xstream Play partners with aha Telugu and Tamil, enhances regional content portfolio*' 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)

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.com
CIN: L74899HR1995PLC095967

Airtel Xstream Play partners with aha Telugu and Tamil, enhances regional content portfolio

- *Expansion of portfolio with aha ensures Airtel Xtreme remains the go-to-destination for OTT enthusiasts in AP, Tamil Nadu and Telangana*
- *aha remains one of the fastest-growing regional OTT players in India with over forty million viewers*

New Delhi, December 22, 2023: Bharti Airtel (“Airtel”), India’s premier communications solutions provider, today, announced that Airtel Xstream Play, India’s fastest-growing OTT aggregator service with over five million paid subscribers, will now offer **aha Tamil and Telugu** to its subscribers.

aha OTT, a Joint venture between **Allu Arvind’s Geeta Arts** and **My Home Group** was launched in 2020 and is one of the fastest-growing regional OTT platforms in the country. aha provides a diverse array of original content, encompassing 750+ films and 40+ original shows besides talk shows and reality tv.

Commenting on the collaboration, Adarsh Nair, CEO – Airtel Digital, said, “We welcome team aha on to our platform and look forward to collaborating with them and taking their content across the length and breadth of India. Over the years, we have observed regional content gain prominence and transcend the barriers of language within India. aha’s addition will not just get the best in Tamil and Telugu content to the audiences in TN, AP and Telangana but also to discerning audiences elsewhere in the country. At Airtel Xstream Play, as the largest OTT aggregator in the country, we remain committed to being a trusted partner for OTT players and helping them solve for discovery, pricing and other challenges.”

Speaking about the partnership, Mr. Rakesh CK, Senior VP and Head-SVOD and Business Strategy of aha said, “We are pleased to unveil this strategic collaboration with Airtel Xstream, marking a significant stride in our ongoing mission to be in every Telugu and Tamil household. We hope that the partnership with Airtel Xstream will enhance our reach and impact, helping us tap into a broader audience. Together, we are committed to redefining the entertainment experience, ensuring that our exclusive content resonates profoundly with viewers.”

Airtel Xstream Play offers India’s largest bouquet of OTT content aggregated on a single app. Airtel subscriber can have access to premium content from partners such as Sony LIV, Lionsgate Play, Chaupal, Hoichoi, FanCode, ManoramaMax, ShemarooMe, Alt Balaji, Ultra, ErosNow, EPICon, Docubay, Playflix, etc. and can watch 40,000+ movie titles and shows from 20 content partners on the Airtel Xstream app with a minimum recharge of Rs. 148.

About Airtel: Headquartered in India, Airtel is a global communications solutions provider with over 500M+ 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, adtech and cloud-based communication. For more details, visit www.airtel.in.