



December 01, 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 01, 2023 titled 'Wynk Rewind is now live with India's favourite music of 2023' 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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CIN: L74899HR1995PLC095967

Wynk Rewind is now live with India's favourite music of 2023

- *2023 Wynk Rewind unveils the top artists, songs and albums that have defined India's music choices in the year and offers a new and personalised Rewind user experience*
- *Romance and Dance emerge as India's favorite genres with the most streamed songs*
- *Arijit Singh, Pritam and Amitabh Bhattacharya emerge as the top three artists*
- *Wynk Studio now has a 1300-strong artist community, with different artists continuing to climb the popularity charts*
- *Streams have grown by 17% from 2022, with Andhra Pradesh, Karnataka and Delhi emerging as the top cities*

Gurugram, India, December 01, 2023: Wynk Music, India's number 1 music streaming app by downloads and daily active users, today, unveiled its Wynk Rewind 2023 – announcing the top artists, albums and songs to have ruled the Indian music scene this year.

Wynk Rewind 2023 collates the top artists, albums, songs and playlists played on Wynk music over the course of a particular year. Powered by an Artificial Intelligence (AI) algorithm it draws out the music consumption patterns of users and offers Wynk users a personalised user experience on the app, delivering trends that offer a detailed view into listening patterns across total minutes streamed, favourite songs and artists, all of which can be shared across social media platforms.

This year's Rewind carries special features such as the musical zodiac, a receive activity badge based on fan consumption that helps fans get to know who they are superfans of. Additionally, it will also present Wynk listeners with a special playlist featuring all their top songs along with a special message video featuring their favourite artist.

Abhishek Biswal, Head – Digital Products & Services, Airtel said, "At Wynk, we are always trying to find engaging ways to enhance the experience on our platform. In line with this, Wynk Rewind is an incredible initiative and offers deep customer insights into music preferences and consumption trends, which helps us immensely in elevating the experience on our app and delivering greater value to our customers. We promise to continue to build on our endeavours to offer the most personalised music experience to our customers."

Wynk Studio — India's largest music distribution ecosystem for independent artists — now has over 1300 artists. 55% of these artists come from non-metro cities including cities in the Northeast, highlighting how the platform has functioned as an enabler to offer these artists a creative outlet while solving monetisation and discovery issues for them. Aditya Rikhari in Hindi, Mali in English, Harsha Prawin in Telugu, AR Anandh in Tamil, Dheemusix in Kannada and Raj Burman in Bengali are some of the leading indie artists of the year.

In 2023, Wynk supported the distribution of independent singles such as “Love Token” from Manj Music and Anusha Dandekar, “Billo” from Vishal Dadlani and Nikhita Gandhi’s single “Pyaar mein Pagal”, along with helping independent producers build scale such as LGF Studios whose movie “Love All” starring Kay Kay Menon and Swastika Mukherjee was promoted on the platform.

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

Wynk Rewind 2023 Highlights

1. Top Streamed Songs

Song	Artist
Heeriye (feat. Arijit Singh)	Jasleen Royal, Arijit Singh
Chaleya (From "Jawan")	Arijit Singh, Shilpa Rao, Anirudh Ravichander
Zihaal e Miskin	Vishal Mishra, Shreya Ghoshal

2. Top Streamed Artist

Artist	Top 3 Songs
Arijit Singh	<ol style="list-style-type: none">1. Heeriye2. Chaleya3. Phir Aur Kya Chahiye
Pritam	<ol style="list-style-type: none">1. Tum kya mile2. What jhumka3. O bedardiya
Amitabh Bhattacharya	<ol style="list-style-type: none">1. Phir Aur Kya Chahiye2. Tere Vaaste3. Tum Kya Mile

3. Top Streamed Artists by language

Artist	Language
Arijit Singh	Hindi
Anirudh Ravichander	Tamil

S S Thaman	Telugu
Taylor Swift	English
Karan Aujla	Punjabi
MC Square	Haryanvi
Pawan Singh	Bhojpuri
Hesham Abdul Wahab	Malayalam
Arjun Janya	Kannada
Arijit Singh	Bengali
Sonali Sonawane	Marathi
Humane Sagar	Odia
Zubeen Garg	Assamese
Rakesh Barot	Gujarati
Rani Rangili	Rajasthani

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
11. August 2023: Wynk partners with Dolby
12. September 2023: Ventures into distribution with Love All

About Bharti Airtel Limited

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 CPaaS (Airtel IQ). For more details visit www.airtel.com