



March 22, 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 a press release dated March 22, 2024 titled '*Airtel Xstream Fiber transforms home entertainment with its brand new Campaign*' 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



Airtel Xstream Fiber transforms home entertainment with its brand new Campaign

New Delhi, March 22, 2024 – Bharti Airtel, one of India's leading telecommunications service providers, today announced the launch of its high decibel 360° campaign for Airtel Xstream Fiber. With a primary emphasis on home entertainment, this comprehensive campaign aims to raise awareness for Airtel Xstream Fiber and position it as the ultimate solution for big screen entertainment.

Produced in collaboration with ad agency Fundamental, this dynamic campaign will leverage multiple platforms including Television, Outdoor advertisement and Digital channels to create maximum impact. The campaign creatives will be adopted in nine languages including Hindi, Tamil, Kannada, Telugu, Marathi, Gujarati, Bengali, Malayalam and Punjabi, ensuring it resonates with viewers across the country. This multi-lingual approach reflects Airtel's commitment to cater to the diverse entertainment preferences of audiences throughout India.

The campaign features characters from popular entertainment shows burst onto the scene, symbolizing the plethora of entertainment choices available through Airtel Xstream Fiber. Accompanied by a catchy soundtrack celebrating diverse shows and genres, the campaign highlights the seamless integration of leading OTT platforms and TV channels accessible through Airtel Xstream Fiber. This campaign unveils a nuanced approach to capture all the touchpoints of entertainment for the users. It integrates seamlessly with the pattern of how the current user consumes entertainment.

With this, the brand redefined engagement with bringing content to center stage and focused on capturing audience attention to spark meaningful connections. The campaign launch marks a significant milestone for Airtel as it continues to pioneer innovation in the realm of digital entertainment, enriching the lives of consumers across India.

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