



October 20, 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 October 20, 2023 titled '*Airtel Xstream Play achieves 5-million-paid-subscriber milestone*' 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 Play achieves 5-million-paid-subscriber milestone

Cements its position as India's fastest-growing OTT aggregator

Gurugram, India, October 20, 2023: Bharti Airtel (“Airtel”), one of India’s leading telecommunications service providers, today, announced that its video streaming service, Airtel Xstream Play, has crossed the five million paid subscriber mark in October and continues to be the fastest growing OTT aggregator in the country.

Airtel Xstream Play offers India’s largest bouquet of OTT content aggregated on a single app. Customers 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.

Commenting on the milestone, **Adarsh Nair, CEO - Airtel Digital**, said: “Although India has 40+ OTT apps and a wide selection of premium video content, discovering and paying for this content is challenging. Airtel Xstream Play helps to bring together the largest selection of premium OTT apps under one app and one price. We recently added Alt Balaji, Fancode and Playflix bringing us still closer to our ambition of having the widest selection of premium content and twenty million subscribers.”

A wide variety of series, movies and sporting content has garnered heavy user interest on the platform lately. Forty-seven per cent of the time spent on the platform was spent on series such as Scam 2003 and Scam 1992 while movies came a close second with a 37per cent split led by regional blockbusters such as Carry on Jatta (Punjabi), Por Thozhil (Tamil) and Voice of Sathyanathan (Malayalam). Sporting content has also emerged as a fan favourite with Asian Games and the bilateral cricket series between Australia and South Africa. For more information, visit <https://www.airtelxstream.in>

About Airtel

Headquartered in India, Airtel is a global communications solutions provider with 500Mn+ customers in 17 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its networks cover 2Bn+ 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, Ad Tech and CPaaS (Airtel IQ). For more details, please visit www.airtel.com