



February 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 the following press releases dated February 22, 2024 being issued by the Company titled:

- (a) *'Airtel strengthens its retail footprint in Kanpurr'*
- (b) *'Airtel doubles its retail store presence in Lucknow'*
- (c) *'Airtel doubles its retail store presence in Prayagraj'*
- (d) *'Airtel doubles its retail store presence in Udaipur'*

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  
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**CIN:** L74899HR1995PLC095967



## Airtel strengthens its retail footprint in Kanpur

*Adds 3 new stores to the existing count of 7 stores in the city*

**Kanpur, February 22, 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 Kanpur. The new stores that have come up in Barra, Azad Nagar and Gandhi Gram 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, **Sovan Mukherjee, CEO, Uttar Pradesh and Uttarakhand, Bharti Airtel**, said, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Uttar Pradesh. 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 Uttar Pradesh 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](http://www.airtel.in)



## Airtel doubles its retail store presence in Lucknow

*Adds 13 new stores to the existing count of 12 stores in the city*

**Lucknow, February 22, 2024:** Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched thirteen, next-gen Company owned stores in the city of Lucknow. The new stores that have come up in Krishna Nagar, 60 Feet Road, BBD, Aishbagh, Arjunganj, Gomti Nagar Extension, Naka, Vikas Nagar, IT Collage, Triveni Nagar, Bakshi Ka Talab, Kathauta Chauraha, Nakkhas 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, **Sovan Mukherjee, CEO, Uttar Pradesh and Uttarakhand, Bharti Airtel**, said, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Uttar Pradesh. 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 Uttar Pradesh 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.

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## Airtel doubles its retail store presence in Prayagraj

*Adds 5 new stores to the existing count of 3 stores in the city*

**Prayagraj, February 22, 2024:** Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched five new, next-gen Company owned stores in the city of Prayagraj. The new stores that have come up in Naini, Medical Road, Katra, Kalyani Devi and Sulem Sarai 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, **Sovan Mukherjee, CEO, Uttar Pradesh and Uttarakhand, Bharti Airtel**, said, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Uttar Pradesh. 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 Uttar Pradesh 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.

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## Airtel doubles its retail store presence in Udaipur

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

**Udaipur, February 22, 2024:** Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched three, next-gen Company owned stores in the city of Udaipur. The new stores that have come up in Hiran Magri- Sector 14, Hiran Magri - Sector 5 and Malla Talai 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**, said, *"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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