



November 02, 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 November 02, 2023 titled '*Airtel Business launches "Airtel Advantage" – a first-of-its-kind, fully-automated digital platform for global interconnect solutions*' 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 Business launches “Airtel Advantage” – a first-of-its-kind, fully-automated digital platform for global interconnect solutions

- Carriers globally can now select interconnect solutions from a diversified set of offerings and get on boarded within a few hours
- The one-stop-destination will enable carriers to send traffic to anywhere in the world with just a few clicks

Gurugram, India, November 2, 2023: Bharti Airtel (“Airtel”), one of India’s leading telecommunications service providers, today, launched “Airtel Advantage”, a first-of-its-kind unified platform offering global interconnect solutions.

The automated one-stop destination is the first such platform by an Indian telecom carrier. Offering International Voice, A2P, P2A, P2P SMS, Direct Inward Dialing (DID) and International Toll Free Service (ITFS), Airtel Advantage will enable carrier partners globally to seamlessly address their connectivity needs in a few clicks.

Leveraging Airtel’s resilient global network and digital infrastructure to solve challenges of direct interconnect complexities, tedious procedures and exhaustive paperwork, the platform’s assured time to market capability enables faster customer onboarding and seamless commencement of interconnects for multiple global locations. Customers can also view real-time traffic statistics and other insights on customized analytics dashboard.

Get the “Airtel Advantage”

- End-to-end digitized journey
- Swift onboarding & interconnect selections
- Real time analytics
- Single wallet for all services
- Pay-as-you-go

The platform will offer International Voice and SMS to begin with and will add DID and ITFS subsequently.

Carriers will now be able to opt for any connectivity service basis their unique requirements. A partner from London for instance can quickly interconnect with Airtel and use the voice & SMS service to enable its customers to increase their global reach. Signing up on Airtel Advantage is simple and hassle free, customers have to simply log on to <https://airtel-advantage.airtel.in/>.

Vani Venkatesh, CEO - Global Business, Airtel Business said, “We are delighted to offer yet another innovation to our partners. The next-gen platform will place the power in their hands to find a solution of their choice and deploy it, all in a matter of hours. The transparency, agility, reliability and ease of doing business offered by Airtel Advantage will transform the way carriers globally access interconnects”.

With 1200+ global carrier partnerships, Airtel Business is India’s leading and most trusted provider of ICT services with a diverse portfolio of offerings for enterprises, governments, carriers and small & medium businesses. Its strategically located submarine cables, satellite network and global network spanning



4,00,000 Rkms+ (including IRU) across 50 countries & 5 continents, together enable customers to connect across the world including hard-to-reach areas. For more details, log on to <https://www.airtel.in/business/>

About Airtel: Headquartered in India, Airtel is a global communications solutions provider with over 500 Mn 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.com/