



February 19, 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 19, 2024 being issued by the Company titled:

- (a) *'Airtel strengthens its retail footprint in Jammu'*
- (b) *'Airtel strengthens its retail footprint in Jodhpur'*
- (c) *'Airtel strengthens its retail footprint in Ludhiana'*

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  
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CIN: L74899HR1995PLC095967



## Airtel strengthens its retail footprint in Jammu

*Adds 2 new stores to the existing count of 12 owned stores in the region*

**Jammu, February 19, 2024:** Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched **two new** stores in the city of Jammu. The new stores that have come up in **NH-1, Bari brahmana (near PNB bank)** and **Akhnoor Main market (Near Bus stand)**, 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, Adarsh Verma - **COO, Jammu and Kashmir, 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 Jammu and Kashmir. 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 Jammu and Kashmir continues to be a big focus market for us. Hence, we will be expanding with more stores in Srinagar city, Udhampur and Leh shortly 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 strengthens its retail footprint in Jodhpur**

*Adds 2 new stores to the existing count of 4 stores in the city*

**Jodhpur, February 19, 2024:** Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched two new, next-gen Company owned stores in the city of Jodhpur. The new stores that have come up in Madhuban and Sec-17/18 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**, *"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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## **Airtel strengthens its retail footprint in Ludhiana**

*Adds 4 new stores to the existing count of 11 stores in the city*

**Ludhiana, February 19, 2024:** Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched four new, next-gen Company owned stores in the city of Ludhiana. The new stores that have come up in Shimlapuri Road, Haibowal, Kakowal Road and Salem Tabri Chowk 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, Pushpender Singh Gujral- **CEO, Upper North, Bharti Airtel**, *"Customer obsession continues to be the core tenet driving us at Airtel as we embark on a massive retail expansion in the state of Punjab. 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 Punjab 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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