



January 29, 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 January 29, 2024 titled '*Airtel strengthens its retail footprint in Pune*' 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 strengthens its retail footprint in Pune

Adds 14 new stores to the existing count of 29 stores in the city

Pune, January 29, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched fourteen new, next-gen Company owned stores in the city of Pune. The new stores that have come up in Pashan, Phursungi, Pimple Gurav, Dighi, BT Kawde road, Dhayri, Sangvi, Keshav Nagar, Chikali, Lohegaon, Bhosari, Wadgaon Sheri, Nigdi, Katraj Kondwa 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, George Mathen, **CEO — Maharashtra, 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 Maharashtra. 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 Maharashtra 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.com