



February 21, 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 21, 2024 being issued by the Company titled:

- (a) *'Airtel doubles its retail store presence in Amritsar'*
- (b) *'Airtel doubles its retail store presence in Bhubaneswar'*
- (c) *'Airtel doubles its retail store presence in Chennai'*
- (d) *'Airtel strengthens its retail footprint in Vijaywada'*

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 doubles its retail store presence in Amritsar

Adds 3 new stores to the existing count of 4 stores in the city

Amritsar, February 21, 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 Amritsar. The new stores that have come up in 100 ft road, Celebration Mall and Chhertha Road 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, **Pushpinder Singh Gujral- CEO, Upper North, 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 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.

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



Airtel doubles its retail store presence in Bhubaneswar

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

Bhubaneswar, February 21, 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 Bhubaneswar. The new stores that have come up in Jharpada, Siripur, District Centre and Acharya Vihar 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, **Balaji R – COO, Orissa, 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 Orissa. 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 Orissa 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 Chennai

Adds 39 new stores to the existing count of 43 stores in the city

Chennai, February 21, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched thirty-nine new, next-gen Company owned stores in the city of Chennai. The new stores that have come up in Mudichur, Guduvancheri, Korattur, Pallikaranai, Thiruporur, Kodungaiyur, Wimco Nagar, Padi, Villivakkam, Maraimalai Nagar, Thirumazhisai and many more 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, **Tarun Virmani - CEO, Tamil Nadu, 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 Tamil Nadu. 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 Tamil Nadu 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 Vijaywada

Adds a brand-new store to the existing count of 14 stores in the city

Vijayawada, February 21, 2024: Bharti Airtel, one of India's leading telecommunications service providers, today, announced that it has launched one new, next-gen Company owned stores in the city of Vijayawada. The new store that has come up in Pattabhipuram 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 **Shivan Bhargava, CEO, Andhra Pradesh and Telangana, 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 Andhra 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 Andhra Pradesh continues to be a big focus market for us and we will continue to invest in this market."

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