



February 23, 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

Scrip Code: 532454/ 890157

Sub: Press Release

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated February 23, 2024 titled '*Airtel Digital TV with CMEPL launches India's first Anime Entertainment Channel – Anime Booth*' 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 Digital TV with CMEPL launches India's first Anime Entertainment Channel – Anime Booth

The exclusive VAS-channel presents uninterrupted anime content with a diversified segment for anime enthusiasts.

New Delhi, February 23, 2024: Bharti Airtel ("Airtel"), India's premier communications solutions provider, is set to revolutionise anime viewing in India with the introduction of **Anime Booth** — a linear service of Culver Max Entertainment Private Limited ("CMEPL") available to Indian viewers in Hindi to begin with. Designed to deliver uninterrupted viewing of anime content, Anime Booth will provide an immersive and ad-free experience catering to the demand of passionate anime fans.

The service will be accessible through Airtel's DTH services, including Airtel Digital TV and Airtel Xstream TV, and, with a subscription cost of only Rs. 1.8 per day, will offer an affordable and accessible platform through which users will be able to enjoy their favourite anime series without interruption.

This exclusive anime channel will have an ever-expanding library with new anime series added on periodically.

Commenting on the collaboration, **Siddharth Sharma, CEO – Airtel Digital TV**, said, "We are thrilled to unveil the introduction of Anime Booth, marking a ground-breaking collaboration with Sony and reinforcing our commitment to providing innovative and captivating content to our valued customers. Anime Booth signifies a revolutionary advancement in anime viewing within India, offering an exclusive, ad-free platform that underscores our dedication to enhancing the entertainment experience."

And **Leena Lele Dutta, Business Head – Sony YAY!, (CMEPL)**, had this to say, "In a world where creativity is limitless and entertainment rapidly evolves through innovation, Anime has captured a global audience and is witnessing a remarkable surge in popularity in India. To cater to this escalating demand, we are introducing 'Anime Booth' in collaboration with Airtel, with the aim of transforming and elevating the anime viewing experience for India's enthusiastic fan community."

This collaboration highlights the commitment of both CMEPL and Airtel to offering innovative and varied content experiences to their extensive subscriber base.

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