



June 14, 2022

**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 June 14, 2022 titled '*Airtel launches India's first multiplex in the Metaverse*' issued by Bharti Airtel Limited.

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 launches India's first multiplex in the Metaverse

**New Delhi, June 14, 2022:** Bharti Airtel ("Airtel"), India's premier communications solutions provider, today unveiled India's first multiplex on the Partynite Metaverse platform. The Xstream multiplex is an extension of Airtel's Xstream Premium offering, which recently achieved a 2-million subscriber milestone within 100 days of its launch.

Airtel's Xstream multiplex will be a 20-screen platform with access to content portfolios from leading OTT partners available on the application. The multiplex will enable sampling of top original shows and movies with content pieces such as the first episode of an OTT original or initial minutes of a movie in regional languages, besides English and Hindi. Viewers can get complete access upon subscription of a plan.

The Xstream multiplex offers an immersive content experience with multiple engagement layers, which allow users to interact on Partynite Metaverse. The idea was conceived by Essence, Airtel's integrated media agency of record, and developed by Gamitronics, the creator of Partynite, a blockchain-powered digital parallel universe.

Speaking about the Airtel Xstream multiplex on Partynite Metaverse, **Shashwat Sharma, Director – Marketing, Airtel**, said, "Airtel's Xstream multiplex provides a larger-than-life experience, which brings together Web 3.0 apps and immersive storytelling, and an assortment of content from our partners. We all know people's love for movies and entertainment in India. Through the metaverse, we are looking to tap into a larger audience, giving content enthusiasts an opportunity to sample Airtel's Xstream Premium offering and, thus, aiding in driving higher adoption."

Speaking about the launch of the multiplex, **Rajat Ojha, Founder of Partynite (Gamitronics)**, said, "We are delighted to partner with Airtel and bring alive India's first multiplex in the metaverse. Airtel Xstream Premium's multiplex experience is one of the most scalable use case scenarios for the metaverse. Future opportunities here include movies, music, live events and premium sports streaming. Apart from the robust scope, it will also allow social engagement, open up newer methods of content delivery and, of course, provide an immersive experience at the core of it."

Catch a glimpse of the multiplex at <https://youtu.be/FnxdhbLPDW4> and download the application for android, <https://bit.ly/3NK4J5M> for Windows desktop - <https://bit.ly/3H91XV8>



**About Airtel:**

Headquartered in India, Airtel is a global communications solutions provider with over 490 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/4.5G 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 centre services, cyber security, IoT, Ad Tech and cloud-based communication. For more details visit [www.airtel.com](http://www.airtel.com)