



December 20, 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 December 20, 2024 titled '*Airtel and Zee5 partner to bring exciting Zee5 content to Airtel WiFi customers*' being issued by the Company.

Kindly take the same on record.

Thanking you,  
Sincerely yours,

**For Bharti Airtel Limited**

**Rohit Krishan Puri**  
**Joint Company Secretary & Compliance Officer**

**Bharti Airtel Limited**  
(a Bharti Enterprise)

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**CIN:** L74899HR1995PLC095967



## Airtel and Zee5 partner to bring exciting Zee5 content to Airtel WiFi customers

- Zee5 content with over 1800 TV shows, a catalogue of over 4000 movies and a vast variety of popular web series across multiple languages will now be available to all Airtel WiFi customers on plans starting Rs. 699 at no additional cost
- Airtel Wifi now has one of the largest digital content portfolios in India, offering access to over 350 Linear TV channels and 27 OTT platforms offering thousands of movies and shows

**Gurugram (India), December 20, 2024:** Bharti Airtel (“Airtel”), one of India’s leading telecommunications service providers, today announced that it has entered into a partnership with Zee5, India’s leading OTT platform to offer exciting digital content to its WiFi customers. All customers on plans starting at Rs. 699 or higher will have Zee5 included as part of their Airtel WiFi plan at no additional cost.

Following this partnership, Zee5’s exclusive content, that includes original shows, chartbuster titles, OTT movies and series across multiple languages will now be available on Airtel WiFi for viewers, giving them access to an exhaustive catalogue of digital content. From popular titles like Sam Bahadur, RRR, Sirf Ek Bandaa Kaafi Hai, Manorathangal, Vikkatakavi, The Chronicles of Amaragiri, AindhamVedham, Gyaarah Gyaarah amongst many others, Airtel WiFi customers can now enjoy a vast repository of 1.5 lakh+ hours of content.

**Amit Tripathi, Chief Marketing Officer & EVP Customer Experience - Bharti Airtel** said, “Partnerships are at the core of Airtel’s DNA and we are delighted to partner with Zee5 in our endeavor to build a world-class digital content ecosystem. Zee5’s rich library adds a lot of depth to our content portfolio, enhancing the overall experience for our users. We remain committed to building our content portfolio with a single agenda of delighting our customers with the very best”.

**Manish Kalra, Chief Business Officer, ZEE5** stated, “At ZEE5, it has been our endeavor to democratize access to high-quality entertainment by making our diverse content library available to a larger audience. The collaboration with Airtel strengthens our commitment to offering viewers a seamless entertainment experience across genres, languages, and formats. With integration of ZEE5 for Airtel Broadband users, we aim to cater to a wide audience base, ensuring engaging, personalized storytelling for every user.”

### Airtel Wi-Fi Plans

Plans	Speed	Linear TV Benefits	OTT Benefits
₹699	Up to 40 Mbps	350+ TV channels (HD included)	Zee5, Disney+ Hotstar, 22+ OTTs & much more
₹899	Up to 100 Mbps	350+ TV channels (HD included)	Zee5, Disney+ Hotstar, 22+ OTTs & much more
₹1099	Up to 200 Mbps	350+ TV channels (HD included)	Zee5, Amazon Prime, Disney+ Hotstar, 22+ OTTs & much more
₹1599	Up to 300 Mbps	350+ TV channels (HD included)	Zee5, Netflix, Amazon Prime, Disney+ Hotstar, 22+ OTTs & much more
₹3999	Up to 1 Gbps	350+ TV channels (HD included)	Zee5, Netflix, Amazon Prime, Disney+ Hotstar, 22+ OTTs & much more



Airtel WiFi customers can claim the free offer via the Airtel Thanks app.

This partnership further enhances Airtel's impressive WiFi + TV offering, which boasts of over 350 HD channels and grants customers access to Airtel Xstream Play - a comprehensive platform that aggregates content from 23 popular OTT services including SonyLiv, ErosNow, SunNxt, AHA, and many more.

With the addition of ZEE5 to the existing offerings like Amazon Prime, Netflix, and Hotstar, Airtel WiFi customers now have an unrivaled wealth of entertainment options on their fingertips, cementing Airtel's position as a frontrunner in providing a holistic and enriching digital lifestyle experience to its subscribers.

**About Bharti Airtel**

Headquartered in India, Airtel is a global communications solutions provider with over 550 million customers in 15 countries across India and Africa. The Company also has its presence in Bangladesh and Sri Lanka through its associate entities. 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 XstreamFiber 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 centreservices, cyber security, IoT, Ad Tech and cloud based communication. For more details visit [www.airtel.in](http://www.airtel.in)

**About ZEE5**

ZEE5 is India's leading and fastest-growing content platform owing to its technology prowess and a premium slate of content from the house of ZEE Entertainment Enterprises Limited (ZEEL). It is recognized as an undisputed video streaming platform of choice for consumers; with an expansive and diverse library of content comprising over 4,000+ films; 1800+ TV shows, 175+ Web Series and 1.5 lakhs+ hours of on-demand content. The content offering spread across 12 languages (English, Hindi, Bengali, Malayalam, Tamil, Telugu, Kannada, Marathi, Oriya, Bhojpuri, Gujarati, and Punjabi) includes best of Originals, Indian and International Movies, TV Shows, Music, Kids shows, Edtech, Cineplays, News, Live TV, and Health & Lifestyle. A strong deep-tech stack, stemming from its partnerships with global tech disruptors, has enabled ZEE5 to offer seamless and hyper-personalized content viewing experience across multiple devices, ecosystems, and operating systems.