



November 16, 2017

**National Stock Exchange of India Limited**

Exchange Plaza, C-1 Block G  
Bandra Kurla Complex, Bandra (E),  
Mumbai-400051

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai-400001

**Ref: Bharti Airtel Limited (532454 / BHARTIARTL)**

**Sub: Press Release**

Dear Sir/ Madam,

We are enclosing herewith a press release titled "Airtel and Karbonn strengthen their partnership under the 'Mera Pehla Smartphone' initiative", being issued by Bharti Airtel Limited.

Kindly take the above information on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

*RK*  
Rohit Krishan Puri  
Dy. Company Secretary



**Bharti Airtel Limited**

(a Bharti Enterprise)

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## **Airtel and Karbonn strengthen their partnership under the ‘Mera Pehla Smartphone’ initiative**

*Launch two new 4G smartphones at the price of a feature phone*

*All devices under the Airtel-Karbonn partnership will also be available on Amazon India*

**New Delhi, November 16, 2017:** Bharti Airtel (“Airtel”), India’s largest telecommunications services provider, today announced the launch of two new Android powered 4G smartphones at the price of a feature phone in partnership with Karbonn Mobiles. The launch is part of Airtel’s ‘Mera Pehla Smartphone’ initiative, which is aimed at enabling every Indian to buy a 4G smartphone and get on to the digital superhighway.

The ‘A1 Indian’ 4G smartphone will be available at an effective price of Rs 1799 (compared to MRP of Rs 4390) and the ‘A41 Power’ comes at an effective price of Rs 1849 (compared to MRP of Rs 4290). Both devices come with a full touch 4” screen, 1 GB RAM, Dual SIM Slots, Dual Camera along with a host of features. The 4G smartphones, which are Google certified, run on the latest Android 7.0 Nougat OS and offer full access to all apps on Google Play Store, including YouTube, Facebook and WhatsApp. In addition, both smartphones comes preloaded with MyAirtel App, Airtel TV and Wynk Music to offer a great self-serve and content experience to customers.

Both 4G smartphones come bundled with a monthly pack of Rs 169 from Airtel, which offers generous data and calling benefits. For details visit [www.airtel.in/4gphone](http://www.airtel.in/4gphone).

**Today’s launch follows the runaway success of the first 4G smartphone, the A40 Indian, under the Airtel – Karbonn partnership. The smartphone was fully sold out within the first month of launch, underpinning the strong customer endorsement for this highly affordable proposition.**

All smartphones under the Airtel-Karbonn partnership will also be available on Amazon India. While A40 Indian is available on Amazon starting today, A1 Indian and A41 Power will be available starting next week. This will add to customer convenience, while considerably enhancing the distribution reach.

Raj Pudipeddi, Director – Consumer Business & CMO, Bharti Airtel said: “We are delighted to deepen our partnership with Karbonn to fulfill the smartphone aspirations of India. We saw very strong demand for our first offer under the ‘Mera Pehla Smartphone’ initiative, which validates the broad appeal of this innovative proposition. We are also delighted to have Amazon on board as a partner in this exciting journey and look forward to working closely with them. We believe these partnerships will help us make a significant contribution towards transforming India into a smartphone nation.”

Mr. Pardeep Jain, MD, Karbonn Mobiles said, “We are delighted to partner with Airtel. The immense response that we got for us our offer with Airtel helped us add 70% new feature phone users to our existing portfolio. We feel that this partnership will be even more fruitful as it brings more competitively priced 4G smartphones to the market, especially with Amazon India on board.”

For the ‘A1 Indian’ 4G smartphone, the customer needs to make a down payment of Rs 3299 and for the ‘A41 Power’ 4G smartphone the down payment is Rs 3349. Customers need to make 36 continuous monthly recharges of Rs 169 pack from Airtel. The customer will get a cash refund of Rs 500 after 18 months and another Rs 1000 after 36 months, taking the total cash benefit to Rs 1500.



In case the customer does not wish to opt for the Rs 169 bundled plan, she/he has the flexibility of doing recharges of any denomination and validity as per individual requirements. However, to claim the cash refund benefit, recharges worth Rs 3000 must be done within the first 18 months (to claim the first refund installment of Rs 500) and another Rs 3000 over the next 18 months (to claim the second refund installment of Rs 1000).

**The ownership of the smartphone is completely with the customer and there is no need to return the device to Airtel/Karbons at any point to claim the cash benefit.**

Under the 'Mera Pehla 4G Smartphone' initiative, Airtel will partner with multiple mobile handset manufacturers to create an 'open ecosystem' of affordable 4G smartphones and bring them to market for virtually the price of a feature phone.

Model	A1 Indian	A41 Power
Screen	4" WVGA capacitive touchscreen enabling a great video, online and social media experience	4" full touch screen enabling a great video, online and social media experience
Operating System	Android 7.0 Nougat. An open ecosystem that offers access to all apps on Google Playstore including YouTube, WhatsApp, Facebook and much more	Android 7.0 Nougat. An open ecosystem that offers access to all apps on Google Playstore including YouTube, WhatsApp, Facebook and much more
Preloaded Airtel Apps	MyAirtel App, Airtel TV, Wynk Music that offer digital self-serve and exciting digital content	MyAirtel App, Airtel TV, Wynk Music that offer digital self-serve and exciting digital content
Processor, Battery	1.1GHz quad core processor, 1500 mAh battery	1.3GHz quad-core processor, 2300 mAh battery
RAM	1 GB, enabling smooth running of multiple applications	1 GB, enabling smooth running of multiple applications
ROM	8GB (expandable up to 32 GB, offering ample storage for multiple apps, songs, pictures and video)	8GB (expandable up to 32 GB, offering ample storage for multiple apps, songs, pictures and video)
SIM	Dual SIM Slots (both Open)	Dual SIM Slots (both Open)
Camera	Dual Camera. Rear – 3.2 MP and Front – 2 MP	Dual Camera. Rear – 2MP and Front – 0.3 MP
Network support	4G VOLTE /3G/2G offering seamless voice and data connectivity over Airtel's nationwide network	4G VOLTE /3G/2G offering seamless voice and data connectivity over Airtel's nationwide network
Connectivity	Wi-Fi, Bluetooth, GPS	Wi-Fi, Bluetooth, GPS

#### **About Bharti Airtel**

Bharti Airtel Limited is a leading global telecommunications company with operations in 17 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 383 million customers across its operations at the end of September 2017. To know more please visit, [www.airtel.com](http://www.airtel.com)