



March 26, 2020

National Stock Exchange of India Limited

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

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400001, India

Ref: Bharti Airtel Limited (BHARTIARTL/532454)

Sub: Press release

Dear Sir/ Ma'am,

We are enclosing herewith a press release titled '*Bringing back the Joy of Reading: Airtel and Juggernaut announce FREE access to thousands of e-books on Juggernaut Books*' issued by Bharti Airtel Limited.

Kindly take the same on records.

Thanking you,
Yours sincerely,

For **Bharti Airtel Limited**

Rohit Krishan Puri
Dy. Company Secretary & Compliance Officer

Bharti Airtel Limited

(a Bharti Enterprise)

Regd. & Corporate Office: Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070

T.: +91-11-4666 6100, F.: +91-11-4166 6137, Email id: compliance.officer@bharti.in, Website: www.airtel.in

CIN: L74899DL1995PLC070609



Bringing back the Joy of Reading: Airtel and Juggernaut announce FREE access to thousands of e-books on Juggernaut Books

With India staying at home, Readers can break the monotony with titles from top authors across multiple genres with the innovative #readInstead campaign

New Delhi, March 26, 2020: Bharti Airtel (“Airtel”), India’s largest integrated telco, today enabled FREE access to thousands of titles on its e-books platform – [Juggernaut Books](#) (formerly known as Airtel Books) for all its customers.

As India stays at home to support the Government’s efforts to contain the spread of #COVID-19, readers can now access thousands of top books and novels on Juggernaut Books (formerly known as Airtel Books) for FREE by simply downloading the app (Android/iOS) on their smartphones.

Says Adarsh Nair, Chief Product Officer, Bharti Airtel, “In these unprecedented times, Airtel and Juggernaut are trying to make sure that people have more options to stay engaged as they observe social distancing. And what’s better than getting back to reading. At Airtel, we will continue to innovate and bring exciting digital content to customers across our platforms.”

Adds Chiki Sarkar, Co-Founder, Juggernaut Books said: “We set up juggernaut to find a new kind of reading and a new kind of reader for a changing India. That’s why we felt very strongly about doing something original and imaginative with the coronavirus and the country going in lockdown and people spending more time on their screens.”

Juggernaut Books offers e-books and novels across a wide range of genres – love and romance, business, history and politics, fitness, diet, spirituality and classics.

Top titles on Juggernaut Books include:

- The CEO Factory by Sudhir Sitapati
- Bottle of Lies by Katherine Eban
- Early Indians by Tony Joseph
- Mind Without Fear by Rajat Gupta
- Pyjamas are Forgiving by Twinkle Khanna
- 12 Week Fitness Project by Rujuta Diwekar
- Kohinoor by William Dalrymple
- Century is not Enough by Sourav Ganguly
- Good Economics by Abhijit Banerjee and Esther Duflo

Airtel acquired a strategic stake in Juggernaut in 2017 and is committed to expanding the reach of this fast growing digital publishing platform. Juggernaut has recently launched a path breaking campaign #readinstead with the aim to push people into reading. It is also organizing an innovative online literary festival as part of its efforts to promote reading. The online lit fest will see participation from Juggernaut’s top authors.

As part of its content portfolio, Airtel also offers over 10,000 movies and shows plus LIVE TV to its customers on Airtel Xstream app and over 4 million songs and curated music on Wynk Music.