



February 24, 2021

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 '*Airtel enters the Ad Tech industry with Airtel Ads*' issued by Bharti Airtel Limited.

Kindly take the above information 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: L74899DL1995PLC070609



Airtel enters the Ad Tech industry with Airtel Ads

Enables brands to engage with over 320 mn quality customers

Prioritises Quality over Quantity, Real Impact over Vanity Metrics

PepsiCo, Zomato, CRED, Tata AIG, Apollo 247, Lenskart, Cars24, Gameskraft, Harley Davidson amongst over 100 brands to have run successful campaigns during the beta

New Delhi, February 24, 2021: Bharti Airtel ("Airtel"), India's premier communications solutions provider, has entered the advertising business with the launch of Airtel Ads – a powerful brand engagement solution.

Airtel Ads allows brands of all sizes to curate consent based and privacy safe campaigns to one of the biggest pool of quality customers in India. Airtel has over 320 million customers across its businesses – Mobile, DTH and Homes. Airtel's Mobile customers have the highest average monthly data consumption at 16.8 GB and the highest monthly ARPU of Rs 166. Airtel's fast growing DTH and Homes networks serve premium households across the country.

Using Airtel's deep data science capabilities, Airtel Ads allows brands to create high engagement and high impact campaigns to the most relevant customer cohorts. This also means that Airtel customers receive only the most relevant brand offerings and not unwanted spam.

Says Adarsh Nair, Chief Product Officer, Bharti Airtel: *"Airtel Ads breaks new ground in the USD 10 bn Indian advertising industry. By abstracting Airtel's unique strengths of quality customers, best-in-class network and world-class digital platforms, Airtel Ads offers innovative channels for brands to reach the right audiences. What truly differentiates Airtel Ads is its razor-sharp focus on quality over quantity and real impact vs vanity metrics."*

Airtel Ads delivers superior returns on brand spends and focuses on relationships with customers rather than just delivering online impressions. Its rigorous compliance with ad-tracking standards and norms allows complete transparency with advertisers and ensures ZERO Ad Frauds in the form of false impressions and clicks.

"Advertising is an adjacency to our core business of delighting our customers with great services. Therefore, we combine the privacy that is paramount to our customers with the trust and transparency that is vital to the brands we serve." Adds Adarsh Nair.

During the beta phase, Airtel Ads delivered successful campaigns for over 100 brands across multiple categories – FMCG, BFSI, Digital Startups, et al. Early advertisers include PepsiCo, zomato, CRED, Tata AIG, Lenskart, Apollo 247, Cars24, Gameskraft, Vahan, Harley Davidson.

Says Gajendra Jangid, the CMO of Cars 24: *"Airtel Ads is a marketer's delight and offers the most comprehensive set of customer cohorts, including premium. We believe that going forward telco-platforms*





will emerge as an important platform in the media mix for brands to deliver high performance campaigns in a digitally connected world.”

“As a brand, we are always on the lookout for more engaging and authentic ways to interact with our customers. With Airtel Ads we were able to build a high level of engagement and traffic on our platform”
added Pradyot Ghate, VP - Product and Partnerships, Zomato.

Meanwhile **Om Jha, Associate Director of Media at PepsiCo India** had this to say, *“We have had a great experience of working with Airtel Ads, which brings fresh perspective to the advertising inventory available to brands in India. Youth is at the core of our brand strategy, and we always look for innovative ways to interact with them. Through Airtel ads, we ran a focus digital campaign on the Wynk music app for the launch of new packs of 7UP and Mirinda. The outcomes of the campaign were really impressive given the customizable ad formats and quality audience base.”*

The Indian advertising industry is expected to grow to USD 19 billion by 2025 from the current USD 10 billion. Airtel Ads is well positioned to capture a meaningful share of the growing pie with its sharp focus on quality.

About Bharti Airtel

Headquartered in India, Airtel is a global telecommunications company with operations in 18 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its mobile network covers a population of over two billion people. Airtel is India’s largest integrated telecom provider and the second largest mobile operator in Africa. At the end of December 2020, Airtel had approx. 458 million customers across its operations. Airtel’s portfolio includes high speed 4G/4.5G mobile broadband, Airtel Xstream Fiber that promises speeds up to 1Gbps, converged digital TV solutions through the Airtel Xstream 4K Hybrid Box, digital payments through Airtel Payments Bank as well as an integrated suite of services across connectivity, collaboration, cloud and security that serves over one million businesses. Airtel’s OTT services include Airtel Thanks app for self-care, Airtel Xstream app for video, Wynk Music for entertainment and Airtel BlueJeans for video conferencing. In addition, Airtel has forged strategic partnerships with hundreds of companies across the world to enable the Airtel platform to deliver an array of consumer and enterprise services.

