

September 12, 2018

**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 (532454)/(BHARTIARTL)**

**Sub: Participation at the Investor Conference and presentation to Investors**

Dear Sir/ Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we wish to inform you that the Company has participated at the 25<sup>th</sup> CLSA Investors Forum 2018' held in Hong Kong from September 11, 2018 to September 12, 2018.

The presentation made by the Company to the investors at the aforesaid conference is enclosed.

Kindly take the same on record.

Thanking you,

Sincerely Yours,

**For Bharti Airtel Limited**



**Rohit Krishan Puri**  
**Dy. Company Secretary & Compliance Officer**



Encl: As above

**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](mailto:compliance.officer@bharti.in), [www.airtel.com](http://www.airtel.com)

CIN: L74899DL1995PLC070609



EXECUTE  
BRILLIANTLY.  
WIN DECISIVELY.

# Agenda

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- **Introduction to Airtel**
- Our Strengths
- The Industry and Opportunity
- Our Strategy

# Who we are

#1

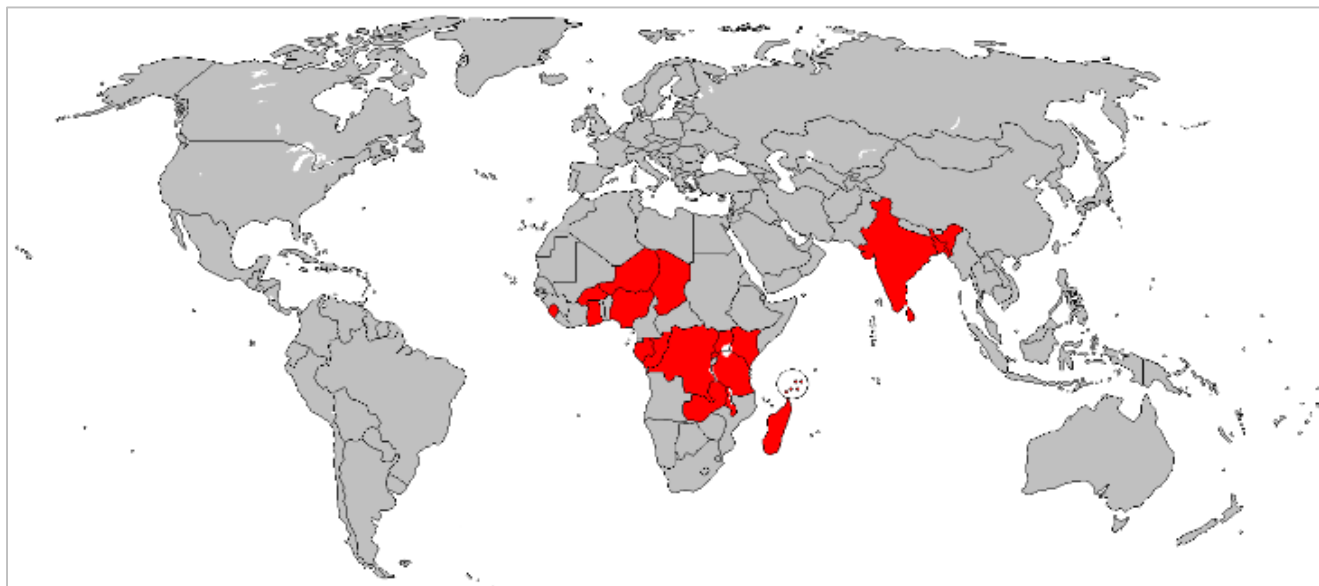
Telecom operator in India

#2

Telecom operator in Africa

#3

Telecom operator globally\*



16

Countries presence globally

*\*in terms of subscriber base*

# Our Size

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**\$13.0 B**

Global revenues in FY 2017-18

**\$4.7 B**

EBITDA in FY 2017-18

**\$0.6 B**

Free Cash Flow in FY 2017-18

**414 M+**

Customers

**115 M+**

Wireless data customers

**1.8 B+**

Addressable population

*Customer data as on Mar'18 exit*

# Our Portfolio: India



Mobile Services

**340 M+ Customers**



Airtel Business

**#1 Enterprise Telco in India**



Homes

**#1 Private Broadband Operator  
2 M+ customers**



Digital TV

**14M+ customers**



Tower Infrastructure

**Among world's largest passive  
infrastructure providers**



Payments Bank

**30 M Banking Customer**

# Our Digital Services



Wynk Music

**100 M+ Customers**



Airtel TV

**60 M+ Customers**



myAirtel

**60 M+ Customers**

One Home



Homes Platform

**One Billing Layer on all Services**



Device Platform

**Integration of Device Players, Lenders & Logistics Partners**



Payments Platform

**1 Mn Retailers on 'Mitra' app**

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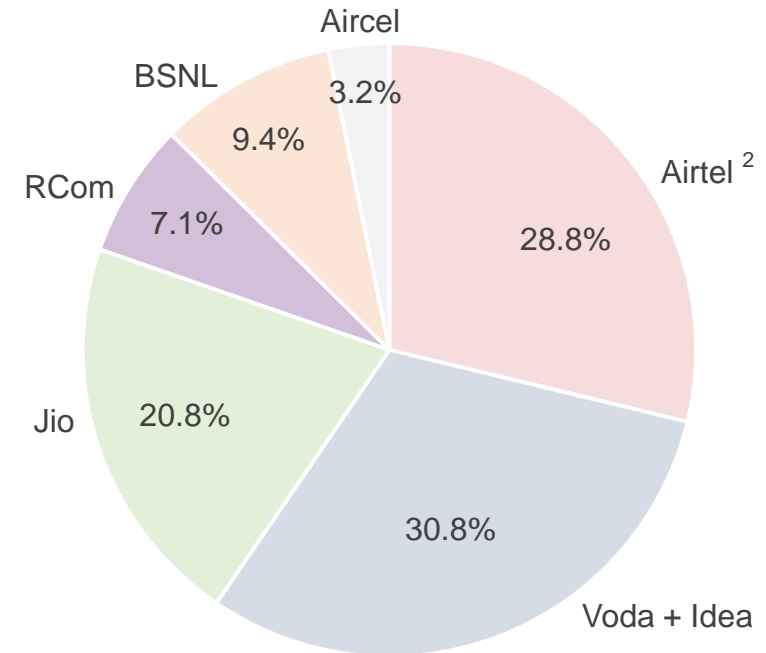


# 1a. Obsession with Network Experience : Spectrum

## Airtel's Spectrum

<u>Band</u>	<u>Footprint</u>	<u>Holding per Circle</u>
Low Band	16 Circles	5 – 10 Mhz
Mid Band	Pan India	15 – 25 Mhz <sup>1</sup>
High Band	Pan India	20 – 30 Mhz

## Share of Liberalized Spectrum



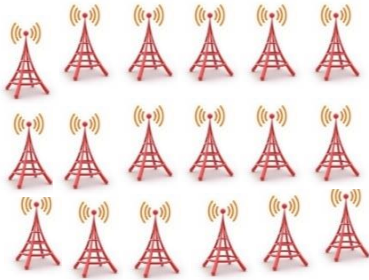
Massive spectrum holdings across all bands

1. Except for Kolkata (9 Mhz) and West Bengal (6.2 Mhz)

2. Includes liberalized spectrum of Tata

# 1b. Obsession with Network Experience

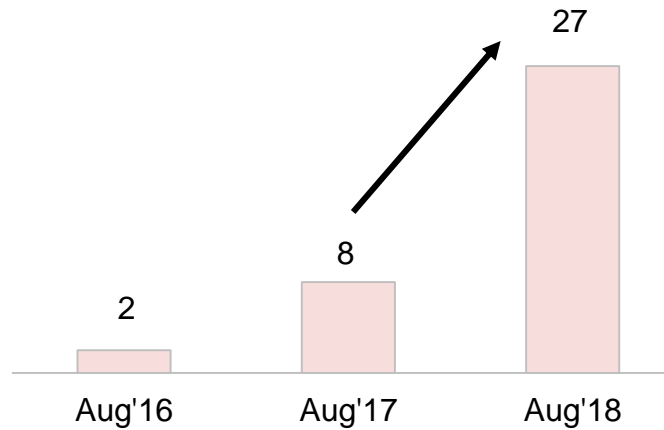
## Largest Ever Deployment



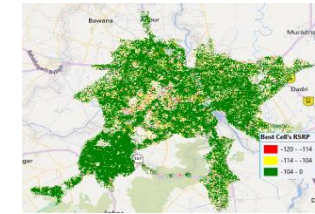
**1,90,000+ Sites**

In last 2 years

## Throughput (PBs/ Day)



## State of the Art Tools



Geo-Spatial  
Analysis



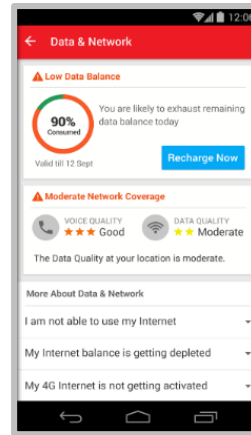
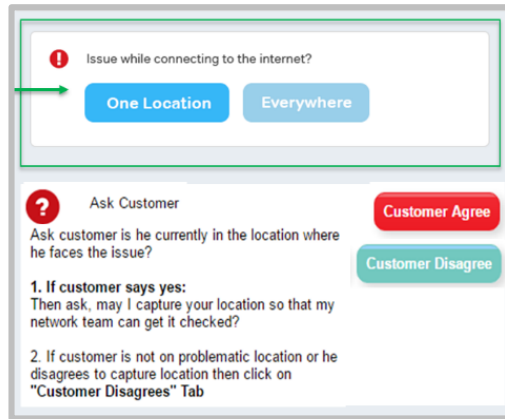
Self-Optimizing  
Network



Digitization –  
Partnered with  
SK Telecom

## 2. Obsession with Customer Experience

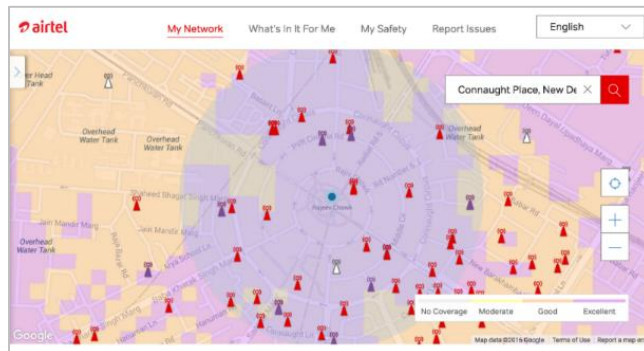
### Decision Tree Platform



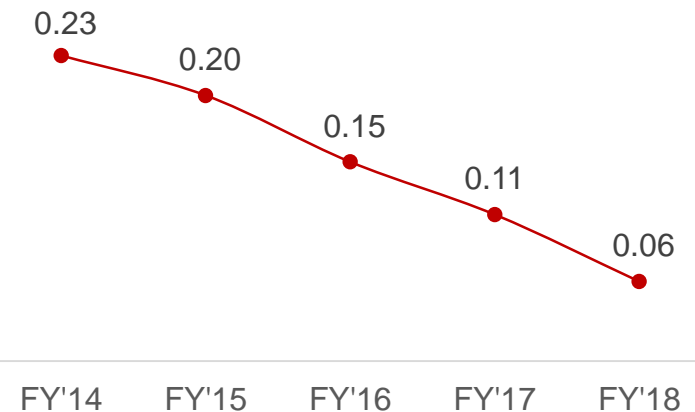
### 'Next Gen' Digital Stores



### Open Network



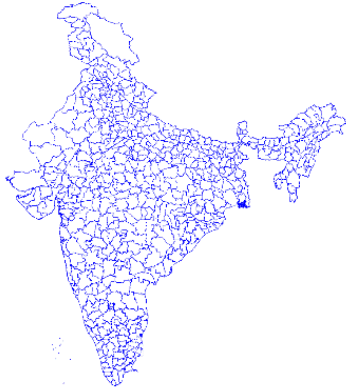
### Call-center Calls per customer



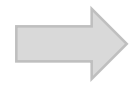
# 3. Scientific Sales & Marketing

## Micromarketing

707 Districts



1.2 M Retail Outlets



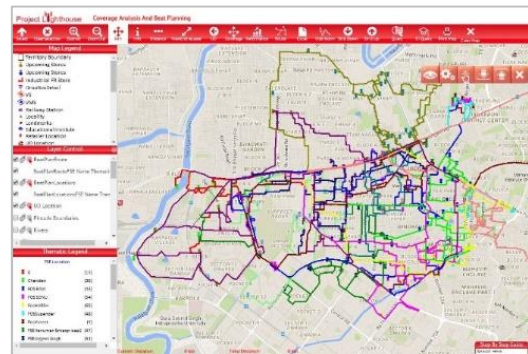
340M+ Customers



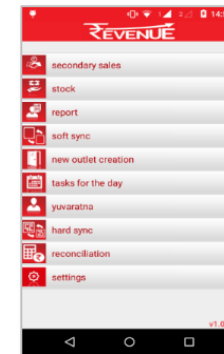
Focused Customer  
Acquisition & Retention



GOAL



Geo Spatial Analytics

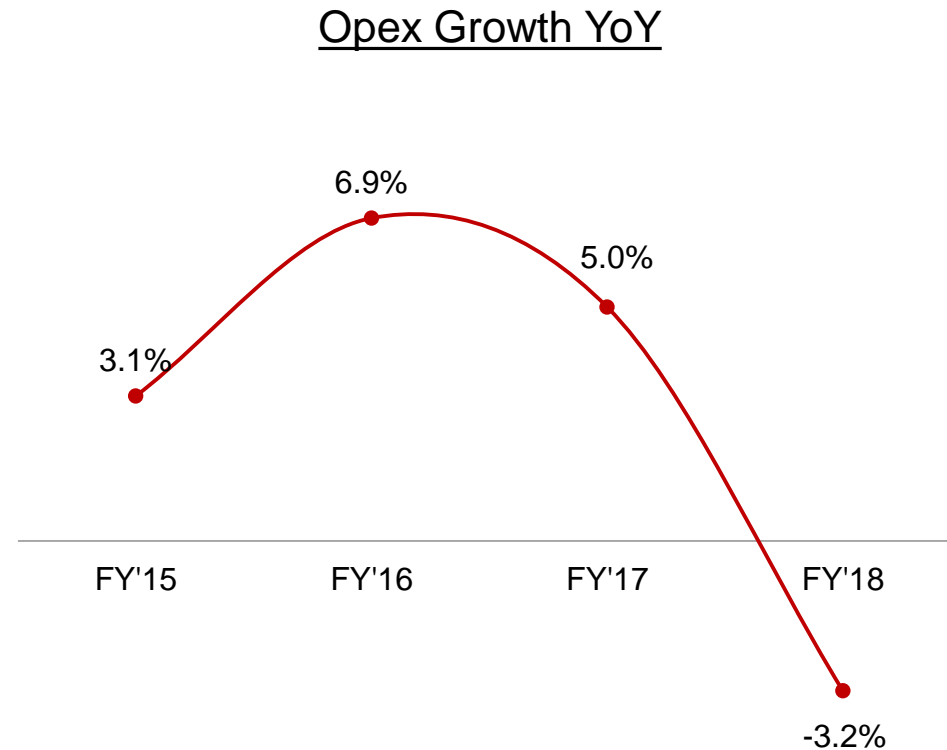


REVENUE

## 4. Obsession with Waste Reduction



- Smart Procurement
- Frugal cost culture
- Continuous process redesign



# 5. Capacity to play multiple games

## Dedicated Teams for the Core



## Preparing for the Future



Movies, Music,  
myAirtel

One Home



Open Platforms



New Products



## Design & Execution Machines



Circles



Center

Excellence in Partnerships

# Agenda

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# Business Environment Remains Challenging

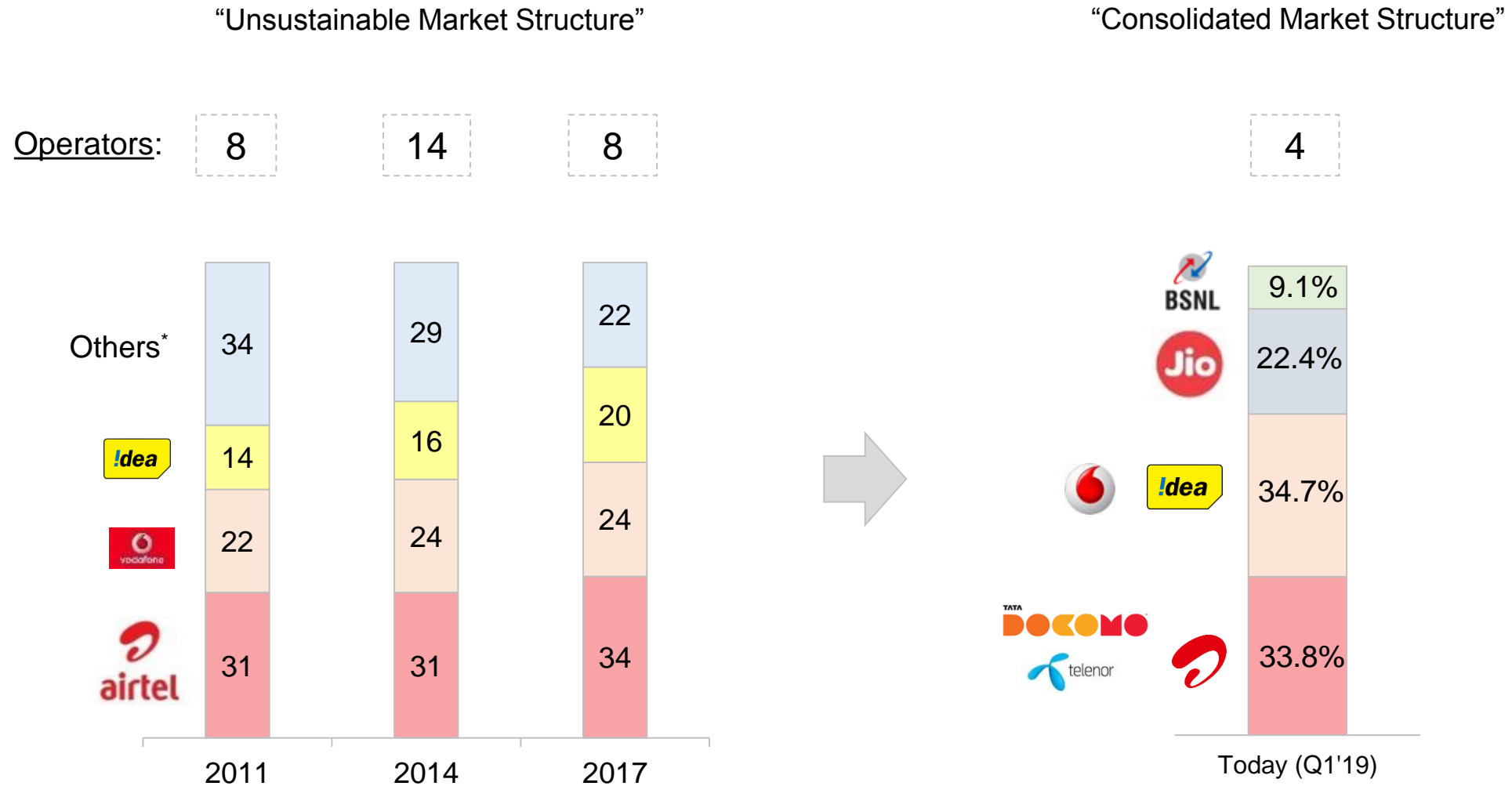
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- Pricing                      ARPU Erosion by 40%
- Data Usage                Traffic Explosion by 8 times
- Network                    Unprecedented Investments and Roll-out



# Competition : Structure of the Industry



\* 4 Operators exited in FY18 – Telenor and Tata (acquired by Airtel). Reliance Communications and Aircel (operations shutdown)

RMS is calculated on the basis of adjusted gross revenues including NLD. Source: TRAI

# Customers: A new customer segment has emerged

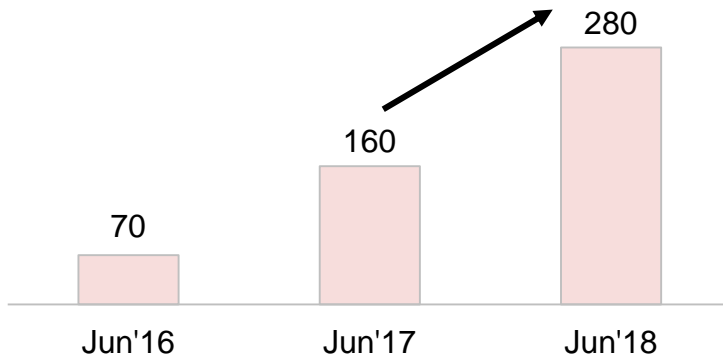
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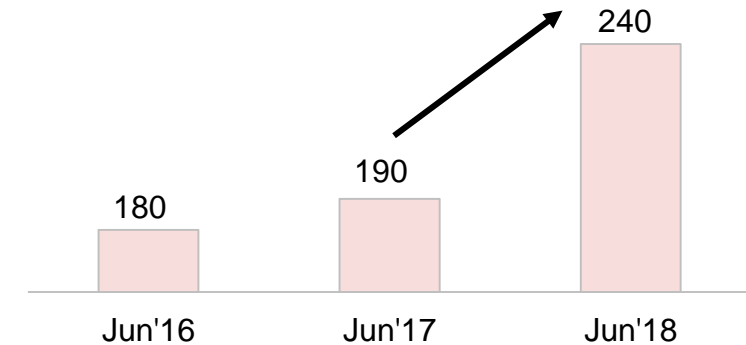
	<u>Earlier</u>	<u>Now</u>
Role of Smartphone	Voice, Some Data	Gateway to Entertainment
Pricing	Top ups, Vouchers	Bundles
SIMs	Dual	Single Consolidated
KPI	Traffic	4G net adds
2G	Acquisition	Upgradation

# Explosive 4G Growth

# 4G Phones (Mn)

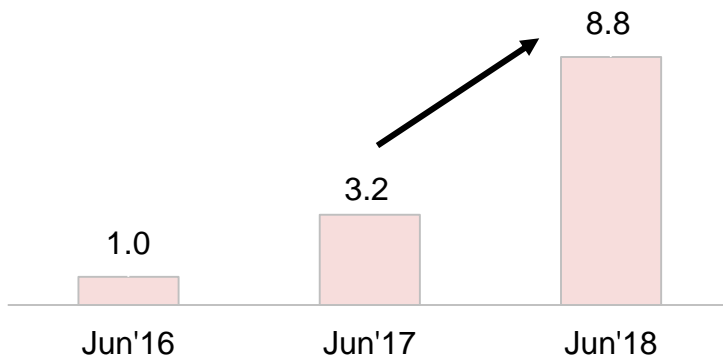


Avg. Time Spent (Mins/Day)

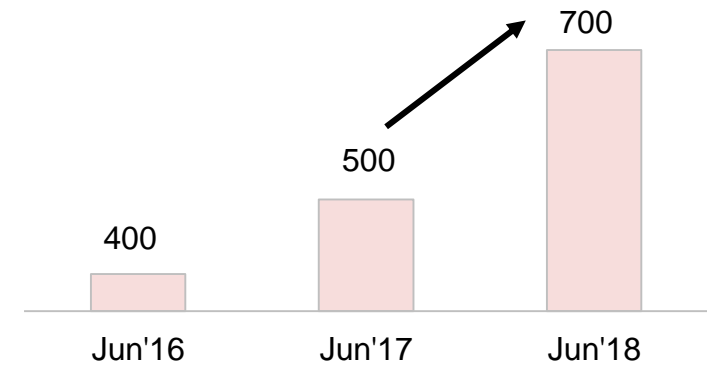


More than a  
Phone

Data usage per month (GBs)

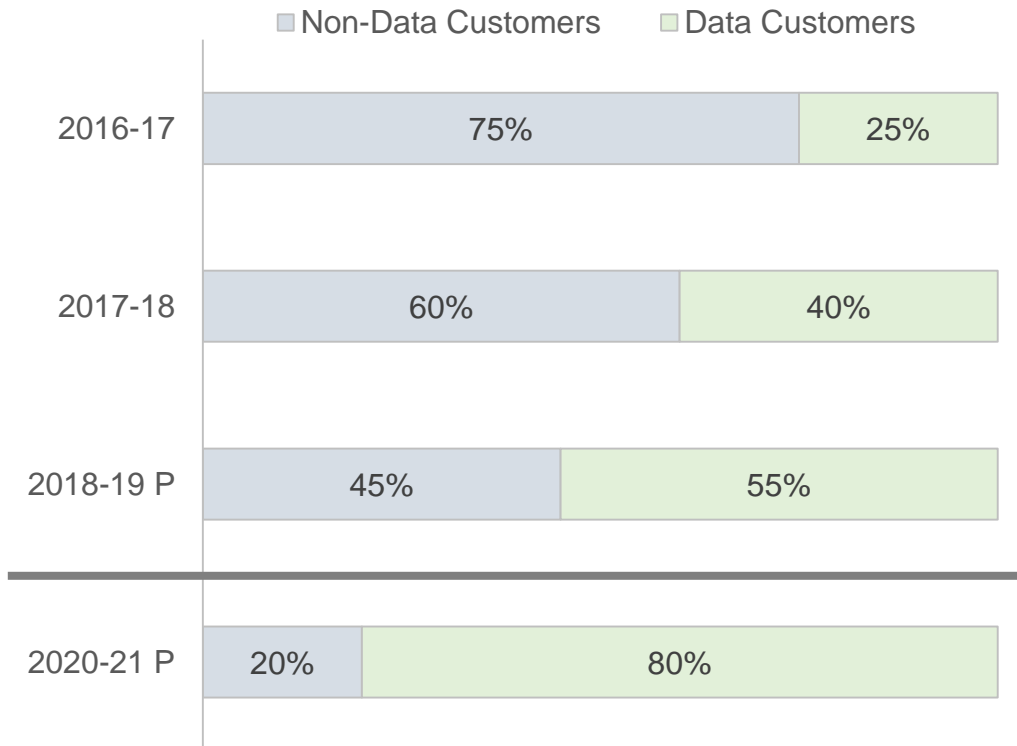


Voice Mins per month



# Market Evolution

## Shape of Industry



## Two markets exist simultaneously: For now



Today's Market



4G Market

Customers (Mn)

650

350

ARPU (Rs.)

65

130

GB/ User/ Month

0.7 GB

9 GB

Rev. Growth

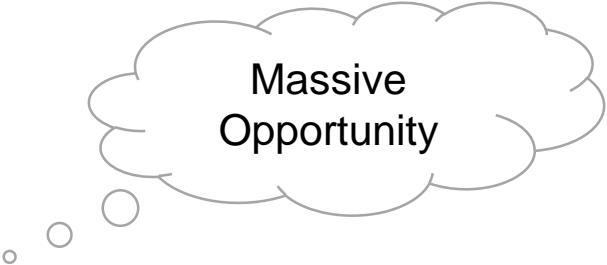
-6%

12%

# With Pricing Stability, this Market will Explode



Massive Growth with Price Repair



Pricing

No Change

Repaired

4G ARPU (Rs)

130

195

# Homes Opportunity

India is Booming  
Households with Income > Rs 5L p.a.

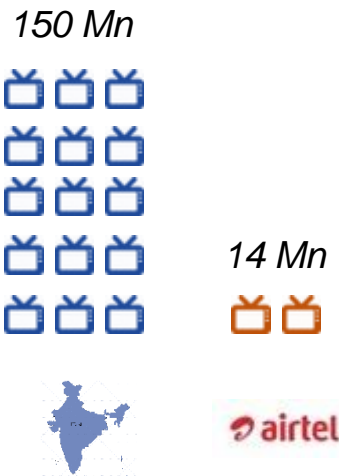


Connected Homes

Home Broadband



Pay TV



Homes Opportunity is Huge

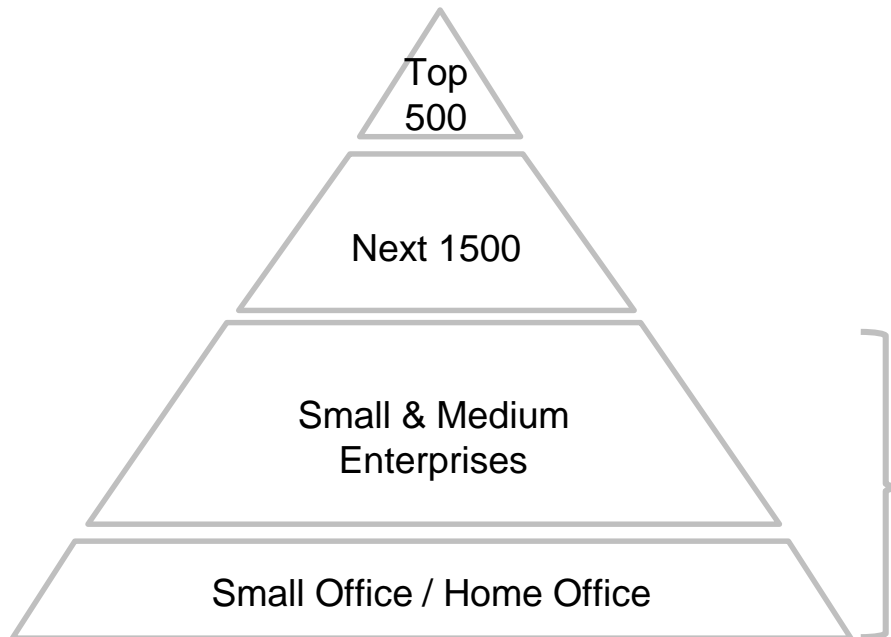
# B2B Opportunity

## Growth%

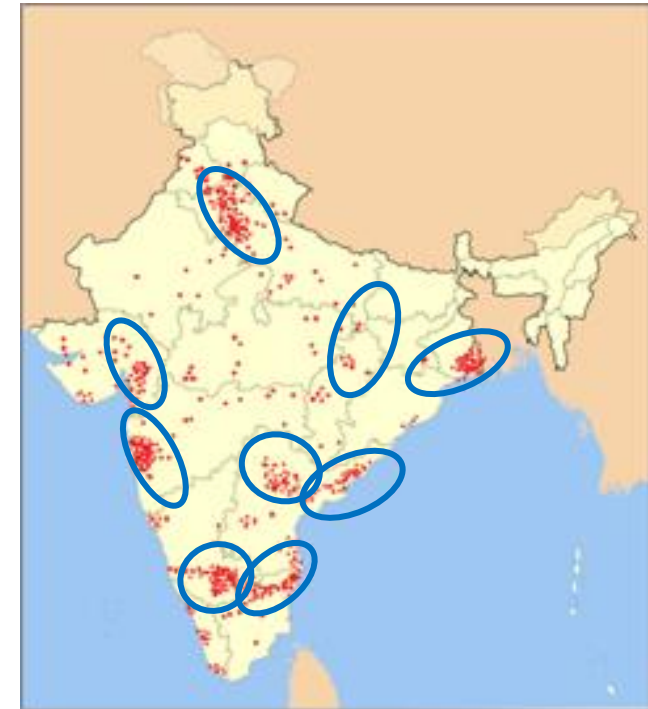
Sub 10%

10%+

Very High



## Clusters of Opportunity



Use occasions exploding :



Connectivity



Audio conferencing



Video Conferencing



Data Centers

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Win 4G  
decisively



Win with Brilliant  
Network  
Experience



Build New  
Revenues



Win with a War  
on Waste



Win with People



Win with a Digital Airtel

# How will we win in this market

## Win 4G Decisively



Channels



amazon

Alliances



SAMSUNG  
lenovo

oppo  
vivo



Grow Share of Devices

Platform



Drive Upgrades

Wrest Back Primary Slot

Lock-in Customers

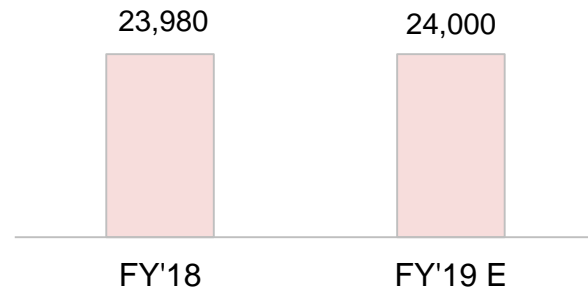
Brilliant Micro-marketing

# How will we win in this market

## Win with Brilliant Network Experience



### One More Year of High Capex (Rs Cr)



### Accelerate Capacity

- More Bits per Hz
- Extreme scale Flat IP

### Ubiquitous Coverage

- 4G Everywhere
- Densify Fiber

### Dramatically Improved Quality

- Network Digitization
- Operational Rigour

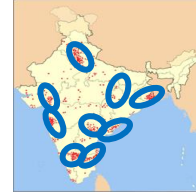
# How will we win in this market

## Build New Revenues

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Accelerate Homes



Grow SME and go Deep



**airtel** Payments  
Bank

Grow Payments Bank, Video, Music



Accelerate Data Centers, IOT, Security

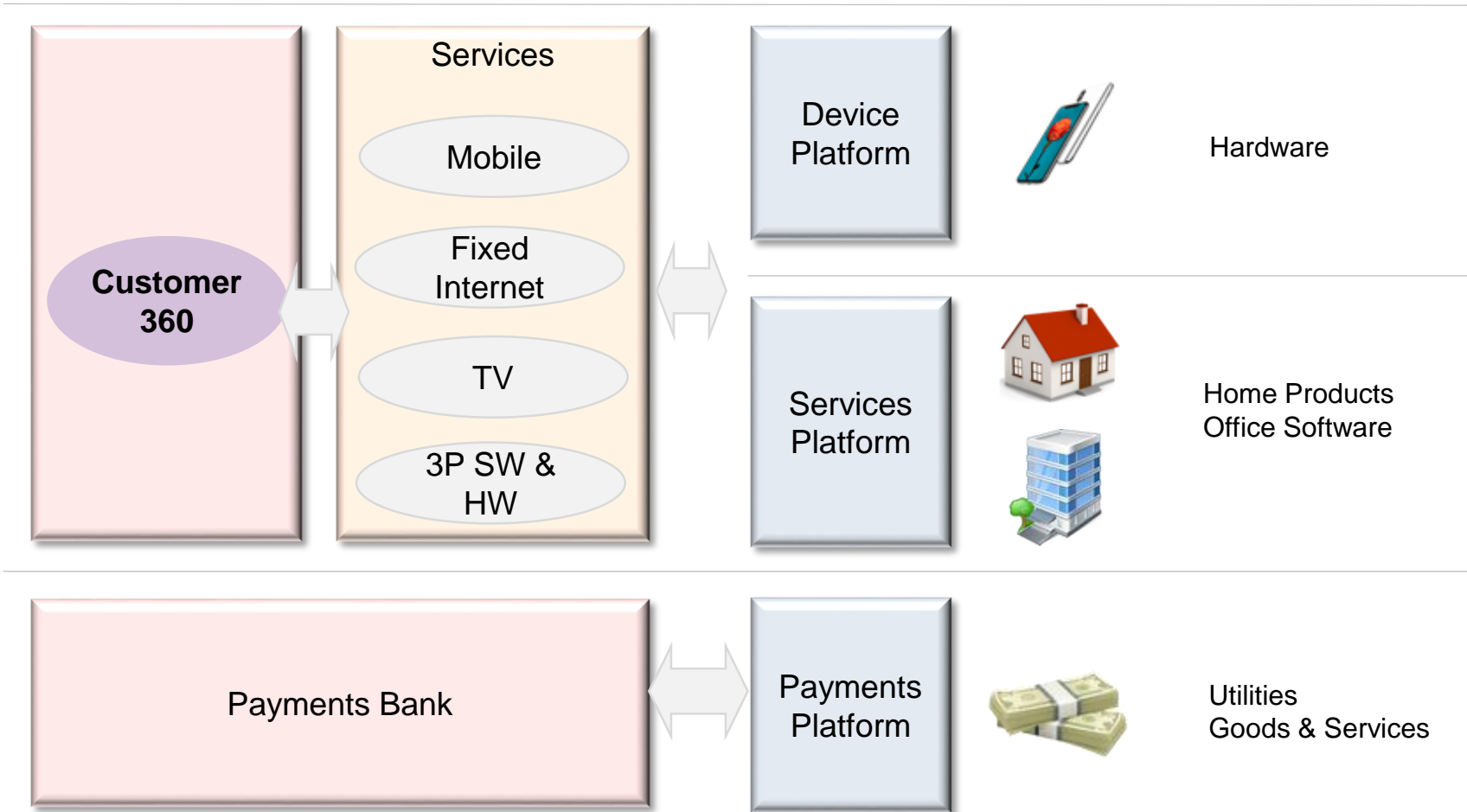
# How will we win in this market

## The Open Telco : Attract Multiple Partners to help build new revenues



### Open Platforms & Alliances

#### Platforms



#### Alliances (Examples)

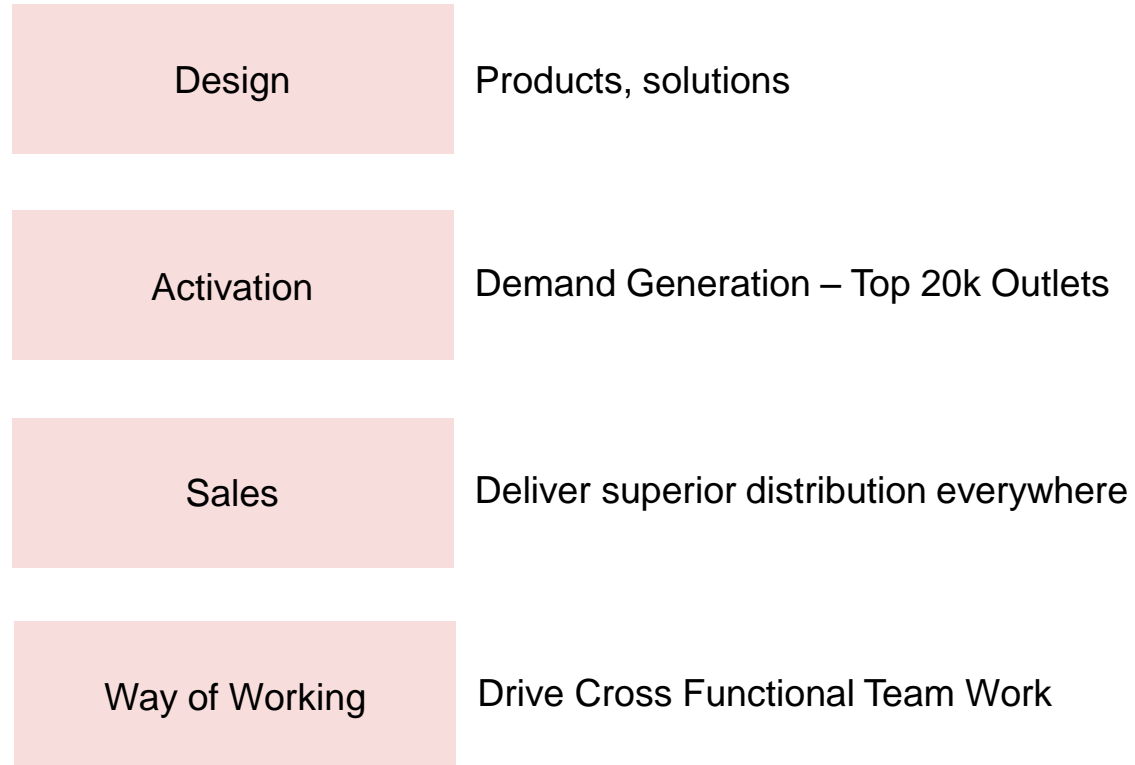


# How will we win in this market

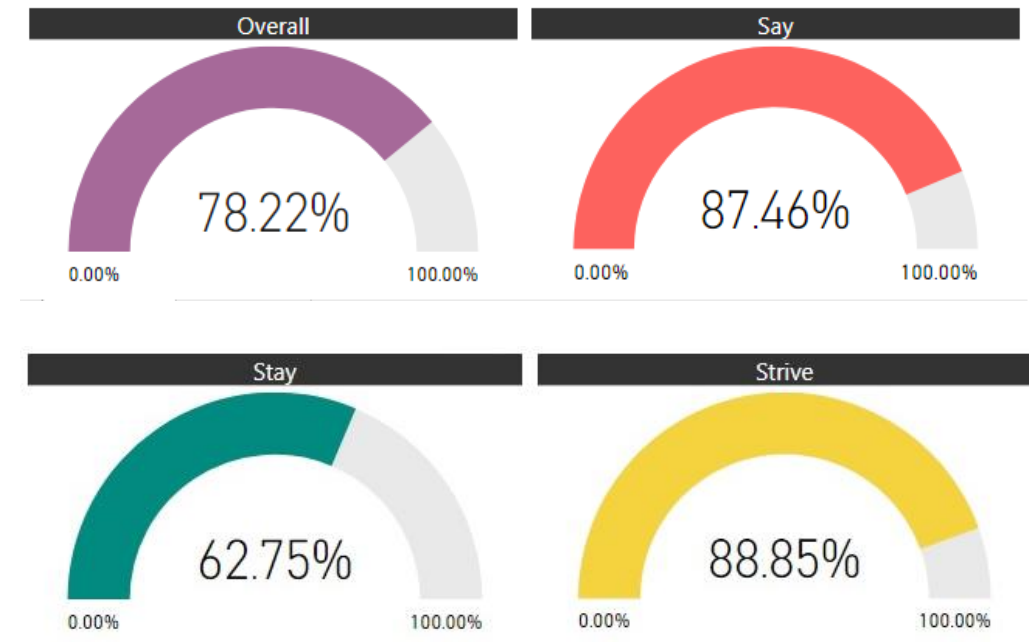
## Win with People



### New Organization – Design & Delivery



### High People Engagement Scores



Build Airtel of the future through Digital Talent

# Summary

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- We are very well positioned
- A 3+1 player industry is a great outcome
- The long term opportunity is massive
- Going forward, our vision is to be an Open Telco