



May 01, 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  
**Scrp Code:** 532454/ 890157

**Sub: Press Release**

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated May 01, 2024 titled '*Airtel Xstream Play strengthens regional content library, partners Sun NXT*' being issued by the Company.

Kindly take the same on record.

Thanking you,  
Sincerely yours,

**For Bharti Airtel Limited**

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

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

**Regd. Office:** Airtel Center, Plot No. 16, Udyog Vihar, Phase-IV, Gurugram – 122015, India  
**Corporate Office:** Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070, India  
T.: +91-124-4222222, F.: +91-124-4248063, Email id: [compliance.officer@bharti.in](mailto:compliance.officer@bharti.in), [www.airtel.in](http://www.airtel.in)  
**CIN:** L74899HR1995PLC095967



## **Airtel Xstream Play strengthens regional content library, partners Sun NXT**

*Airtel Xstream users can now enjoy Sun NXT's vast repository of over 4000 movie titles and 30,000+ hours of TV content in Tamil, Telugu, Kannada, Malayalam, Bangla and Marathi*

**Gurugram (India), May 01, 2024:** Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, today, announced that Airtel Xstream Play, India's fastest-growing OTT aggregator service with over five million paid subscribers, has partnered with Sun NXT, a leading video streaming platform, owned and operated by the Sun TV Network Limited.

Airtel Xstream customers can now enjoy Sun NXT's 50,000+ hours of content that include exciting titles across blockbuster movies, exclusive series, TV shows, live TV, kid's content and more in a whole host of languages from Tamil to Telugu, Kannada, Malayalam, Bangla and Marathi. Users can enjoy content from across 23 content apps on Airtel Xstream making it one of the largest bouquets of OTT content aggregated on a single app in India.

It also offers the unique features of a single app, single subscription, single sign-in, unified content search and AI driven personalised curation for each user with users being able to access Airtel Xstream Play across devices including mobiles, tablets, laptops through the app or web and on large screens.

Some of the other apps on Airtel Xstream Play include Sony LIV, Lionsgate Play, Chaupal, Hoichoi, FanCode, ManoramaMax, ShemarooMe, Alt Balaji, Ultra, ErosNow, EPICon, Docubay, and Playflix amongst many others. For more details, log on to: <https://www.airtelxstream.in/>

### **About Airtel**

Headquartered in India, Airtel is a global communications solutions provider with over 500 million customers in 17 countries across South Asia and Africa. 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 Xstream Fiber 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 centre services, cyber security, IoT, Ad Tech and cloud-based communication. For more details, visit [www.airtel.in](http://www.airtel.in)

### **About Sun NXT**

Sun NXT, part of the Sun TV Network, one of the leaders in the Television Broadcasting and Entertainment space is South India's largest OTT Service provider with a movie catalogue of over 4000 blockbuster films; 30,000+ hours of Video on Demand content and the only OTT platform in India also providing 33+ Live TV channels & select Live TV channels in Dolby Vision quality.