



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 (Revised)

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 25th 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. The earlier submission made to the Exchange in this regard, may please be withdrawn from the Exchange dissemination portal.

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, www.airtel.com

CIN: L74899DL1995PLC070609



EXECUTE
BRILLIANTLY.
WIN DECISIVELY.

Agenda



- **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



\$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

Agenda

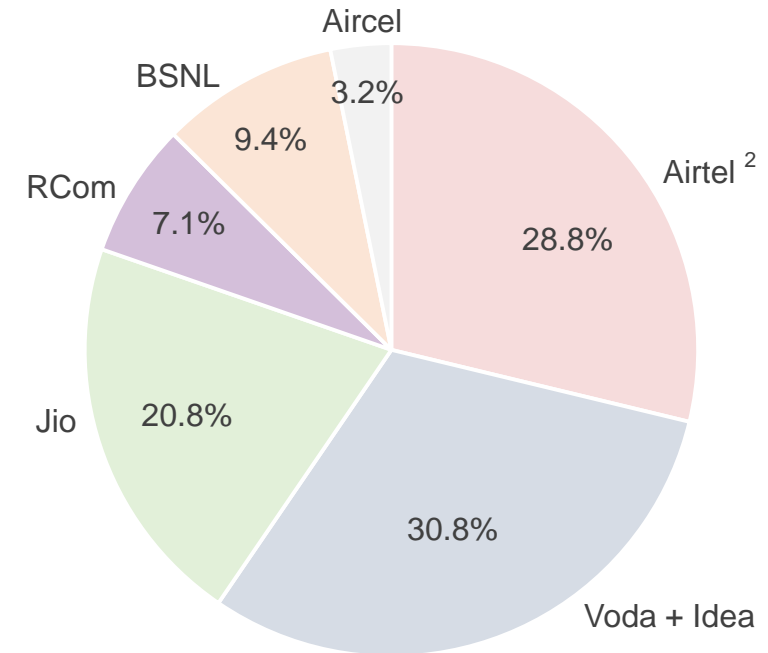
- Introduction to Airtel
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1a. Obsession with Network Experience : Spectrum

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 ¹
High Band	Pan India	20 – 30 Mhz

Share of Liberalized Spectrum



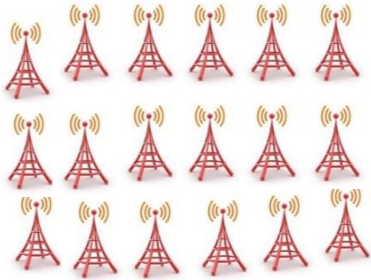
Massive spectrum holdings across all bands

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

2. Includes liberalized spectrum of Tata

1b. Obsession with Network Experience

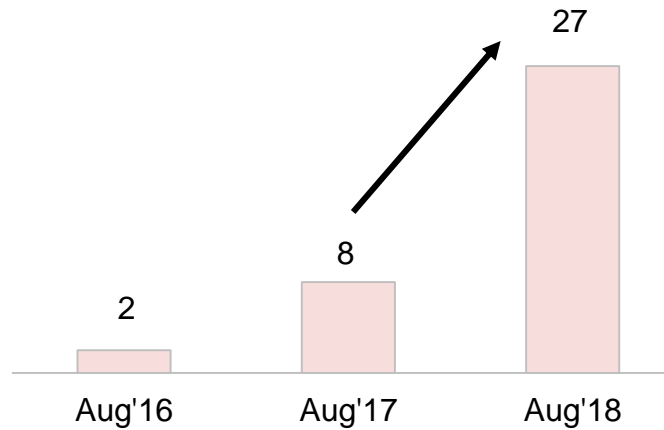
Largest Ever Deployment



1,90,000+ Sites

In last 2 years

Throughput (PBs/ Day)



State of the Art Tools



Geo-Spatial
Analysis



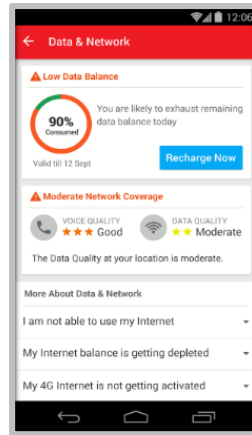
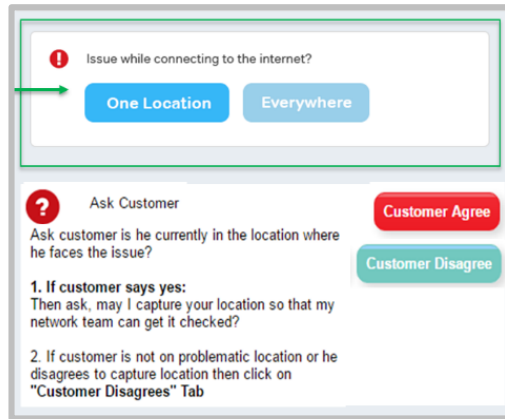
Self-Optimizing
Network



Digitization –
Partnered with
SK Telecom

2. Obsession with Customer Experience

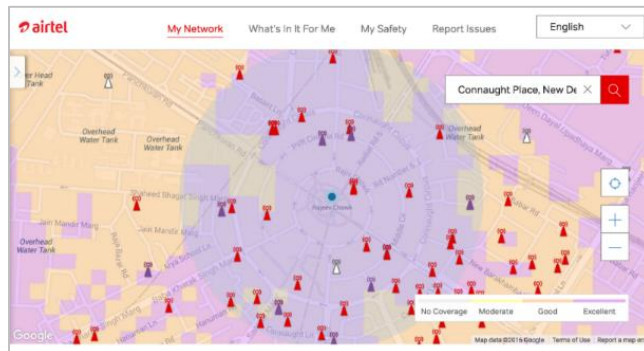
Decision Tree Platform



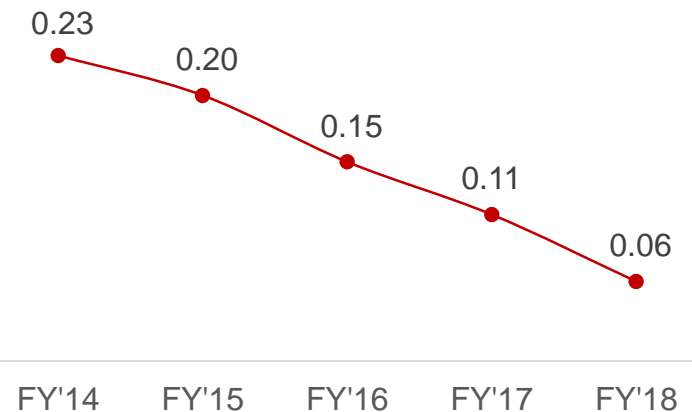
'Next Gen' Digital Stores



Open Network



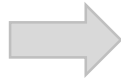
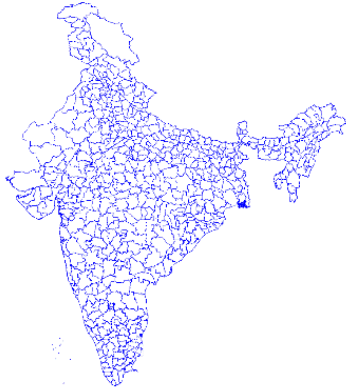
Call-center Calls per customer



3. Scientific Sales & Marketing

Micromarketing

707 Districts



1.2 M Retail Outlets



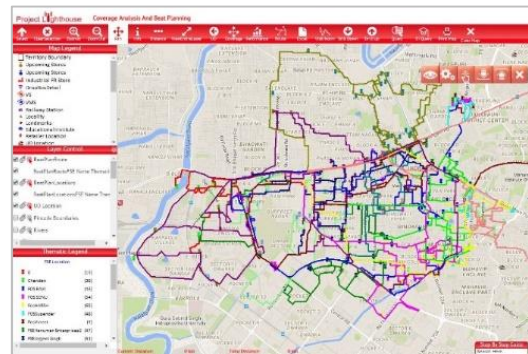
340M+ Customers



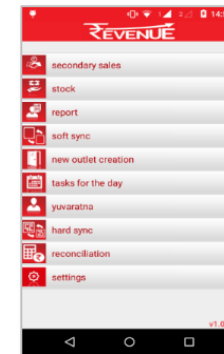
Focused Customer
Acquisition & Retention



GOAL



Geo Spatial Analytics

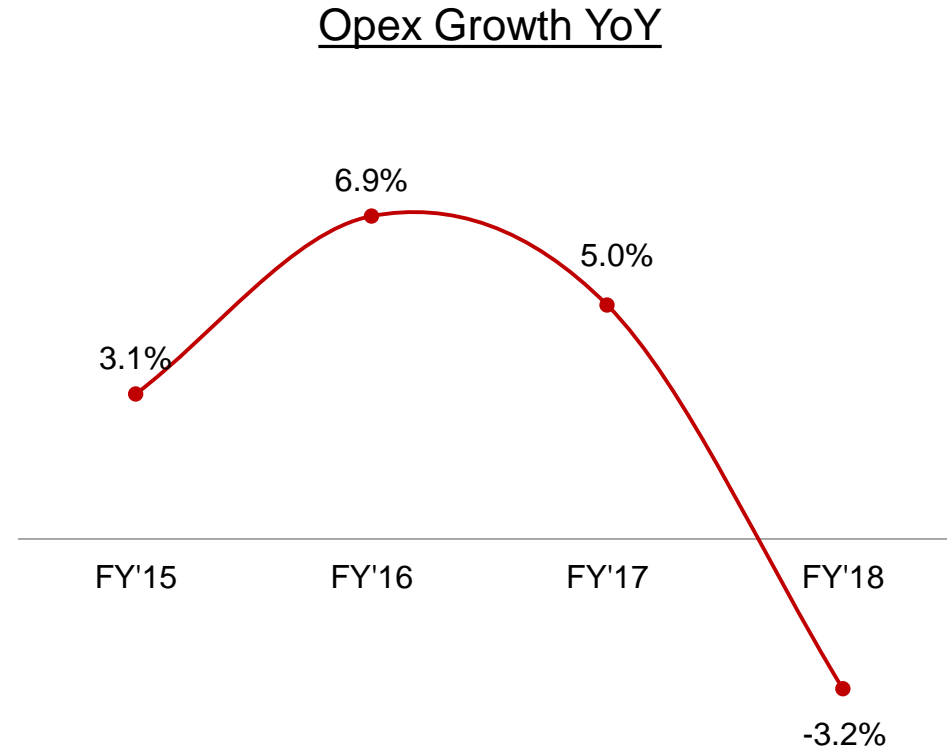


REVENUE

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



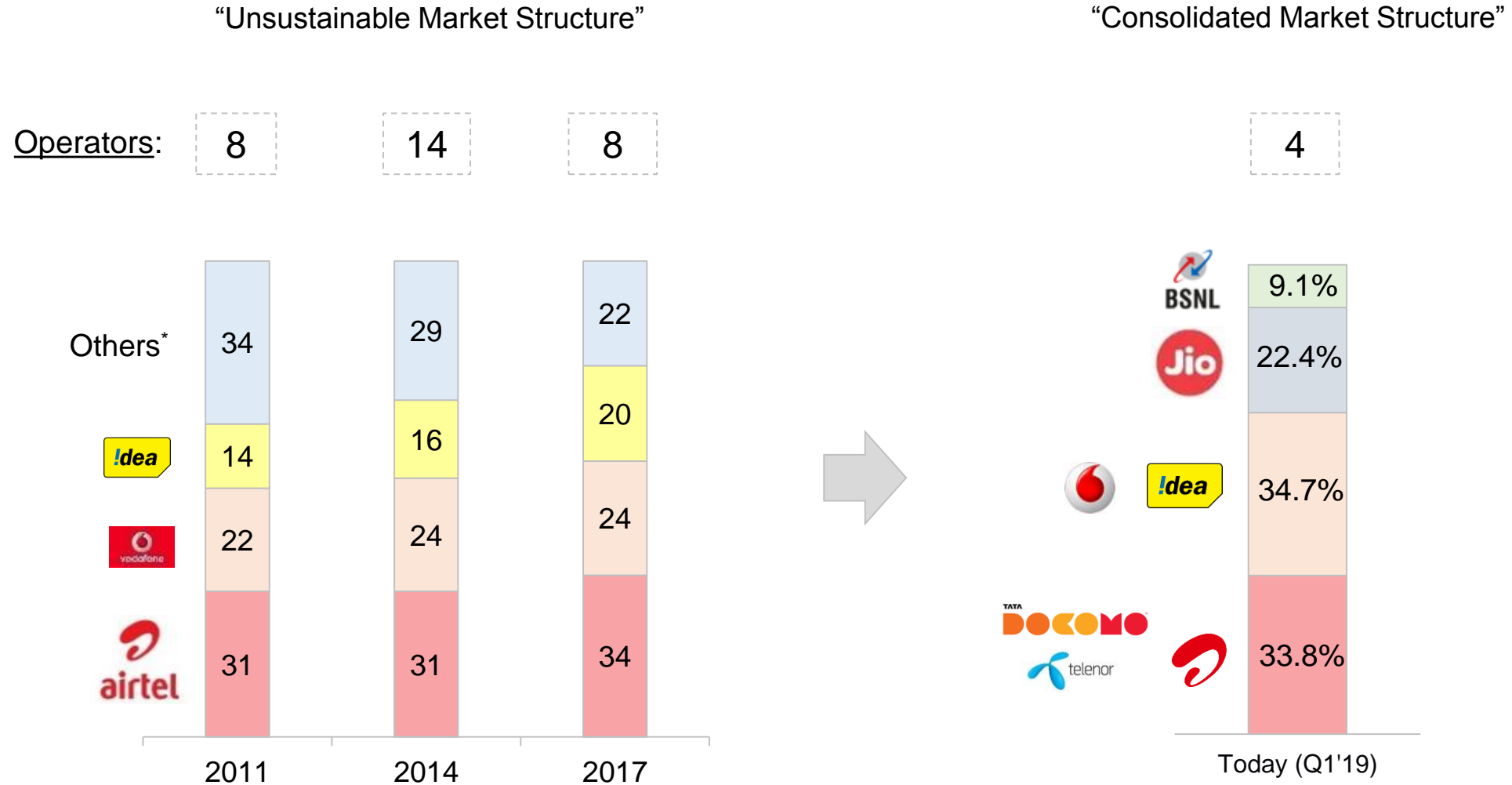
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Business Environment Remains Challenging



- 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

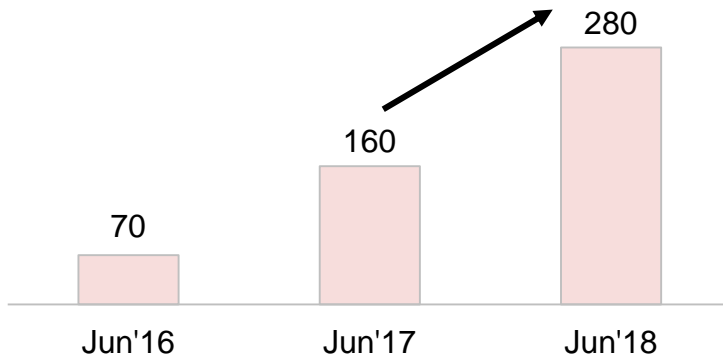
Customers: A new customer segment has emerged



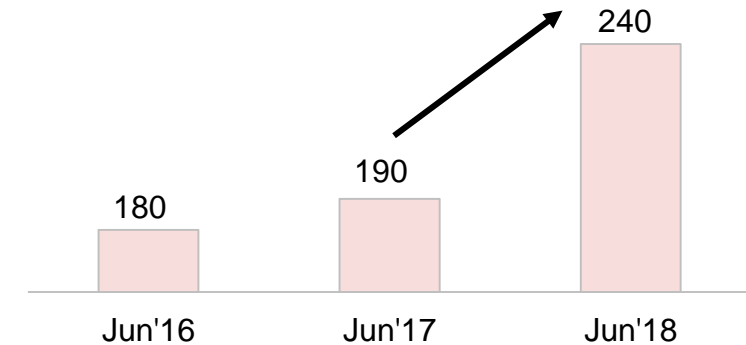
	<u>Earlier</u>	<u>Now</u>
Role of Smartphone	Voice, Some Data	Gateway to Entertainment
Pricing	Top ups, Vouchers	Bundles
SIMs	Dual	Single Consolidated
KPI	Traffic	4G net adds
2G	Acquisition	Upgradation

Explosive 4G Growth

4G Phones (Mn)

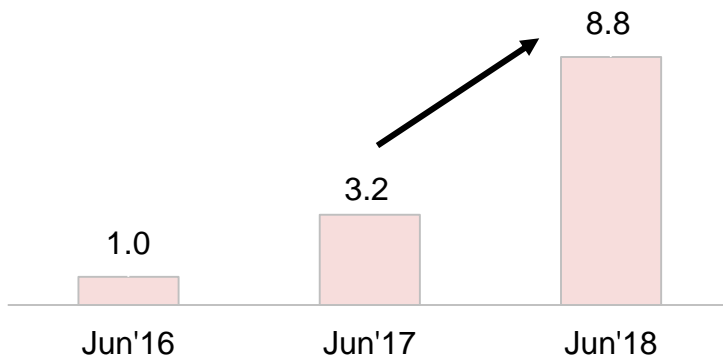


Avg. Time Spent (Mins/Day)

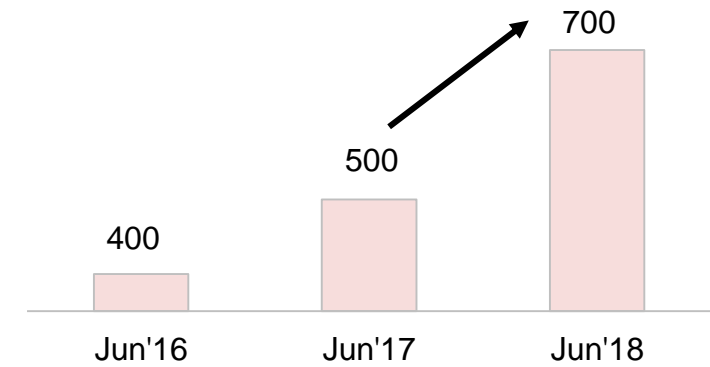


More than a
Phone

Data usage per month (GBs)

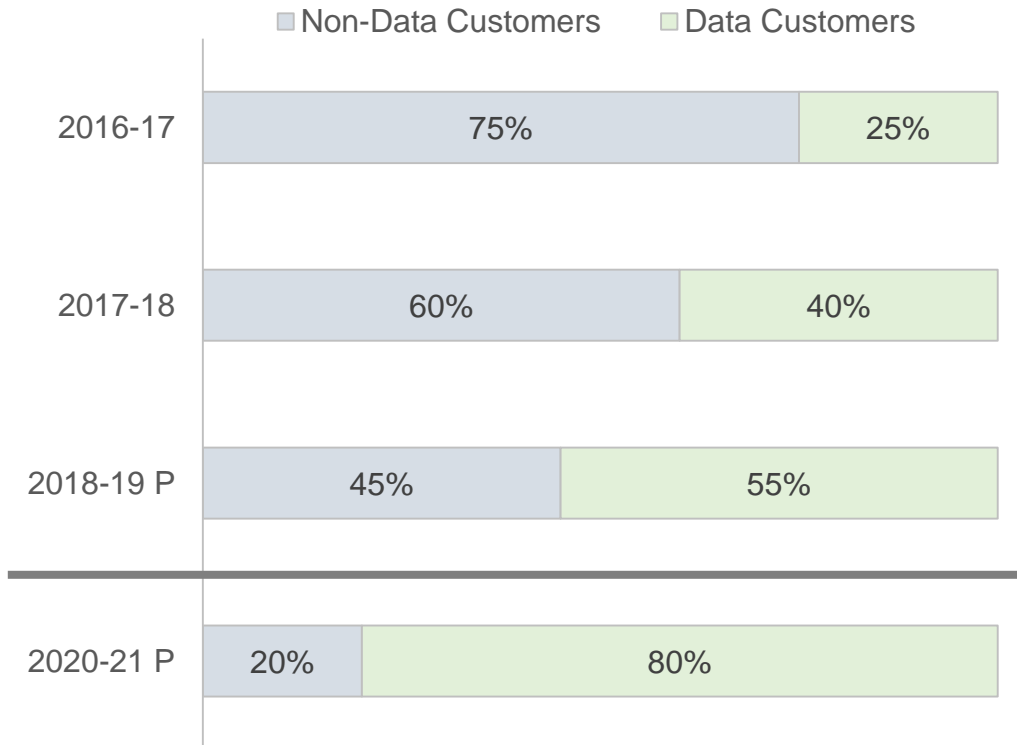


Voice Mins per month



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

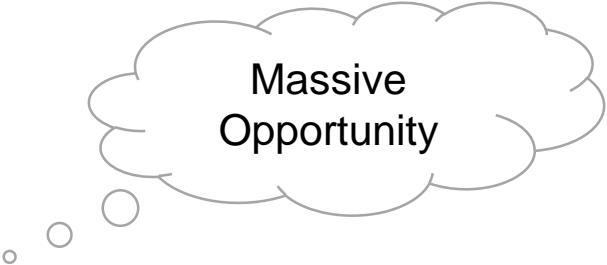
-6%

12%

With Pricing Stability, this Market will Explode



Massive Growth with Price Repair



Pricing

No Change

Repaired

4G ARPU (Rs)

130

195

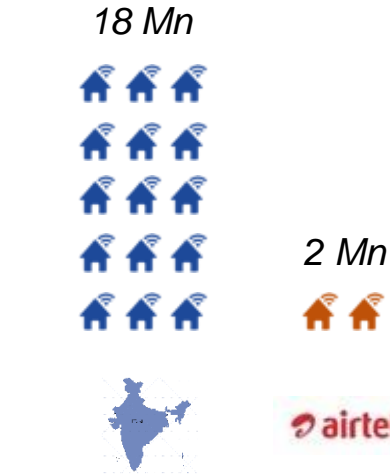
Homes Opportunity

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

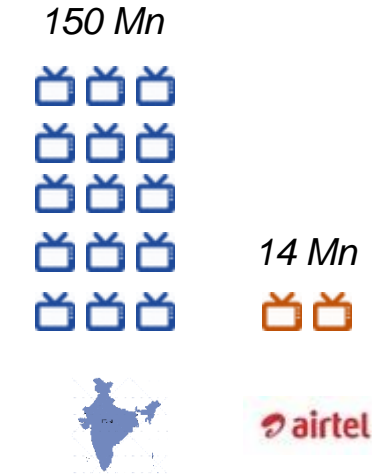


Connected Homes

Home Broadband



Pay TV



Homes Opportunity is Huge

B2B Opportunity

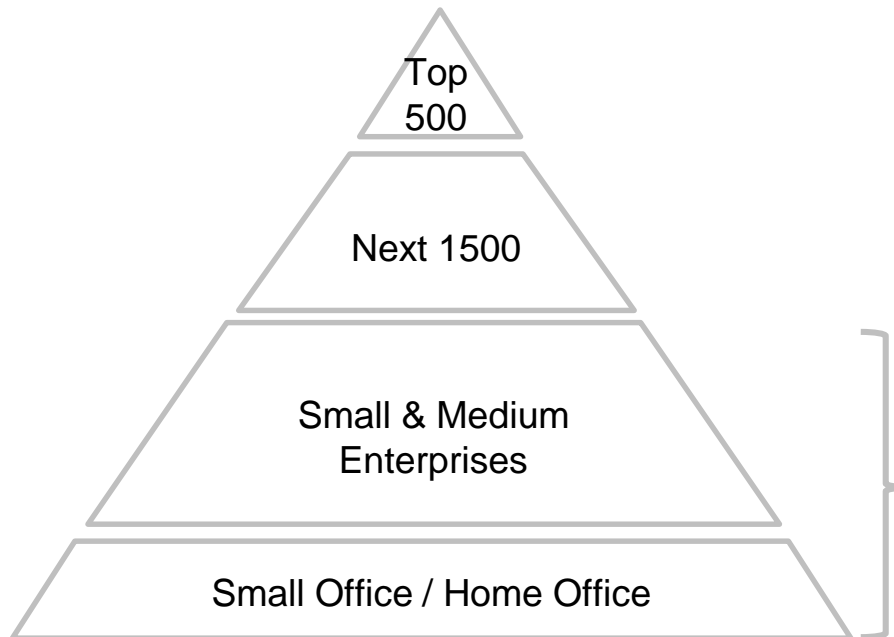
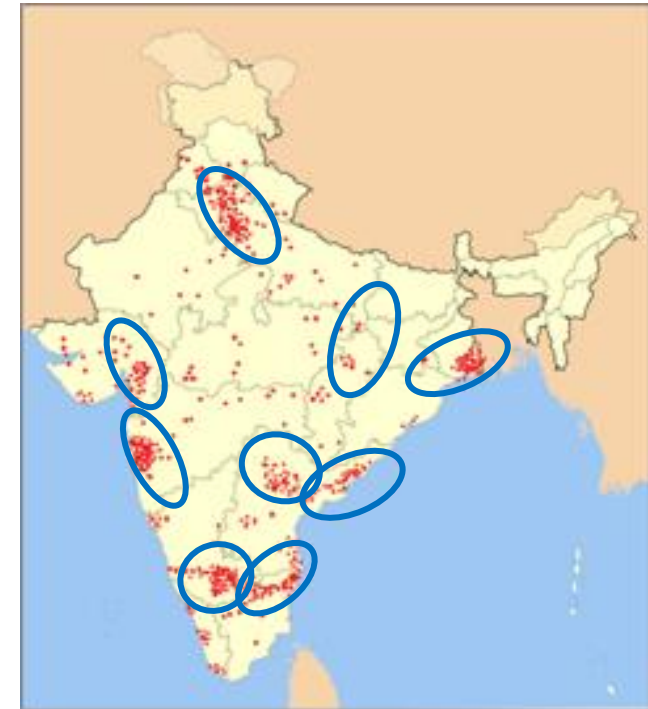
Growth%

Sub 10%

10%+

Very High

Clusters of Opportunity



Use occasions exploding :



Connectivity



Audio conferencing



Video Conferencing



Data Centers

Agenda



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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

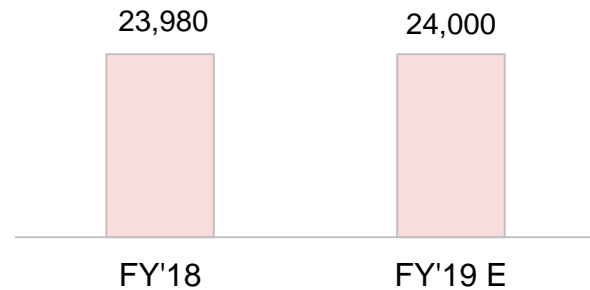
Brilliant Micro-marketing

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

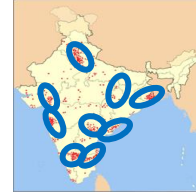
- Network Digitization
- Operational Rigour

How will we win in this market

Build New Revenues



Accelerate Homes



Grow SME and go Deep



airtel Payments
Bank

Grow Payments Bank, Video, Music



Accelerate Data Centers, IOT, Security

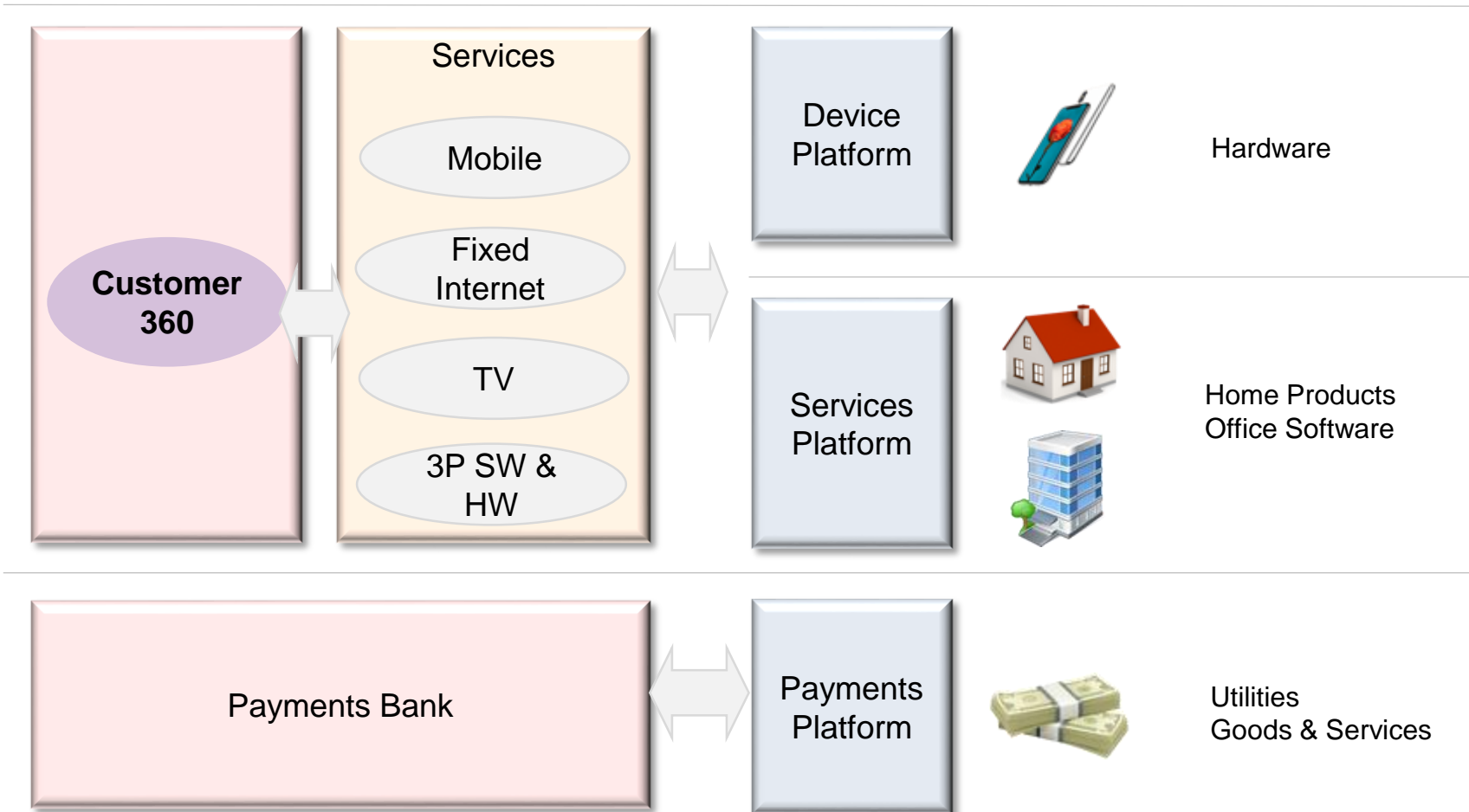
How will we win in this market

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



Open Platforms & Alliances

Platforms



Alliances (Examples)

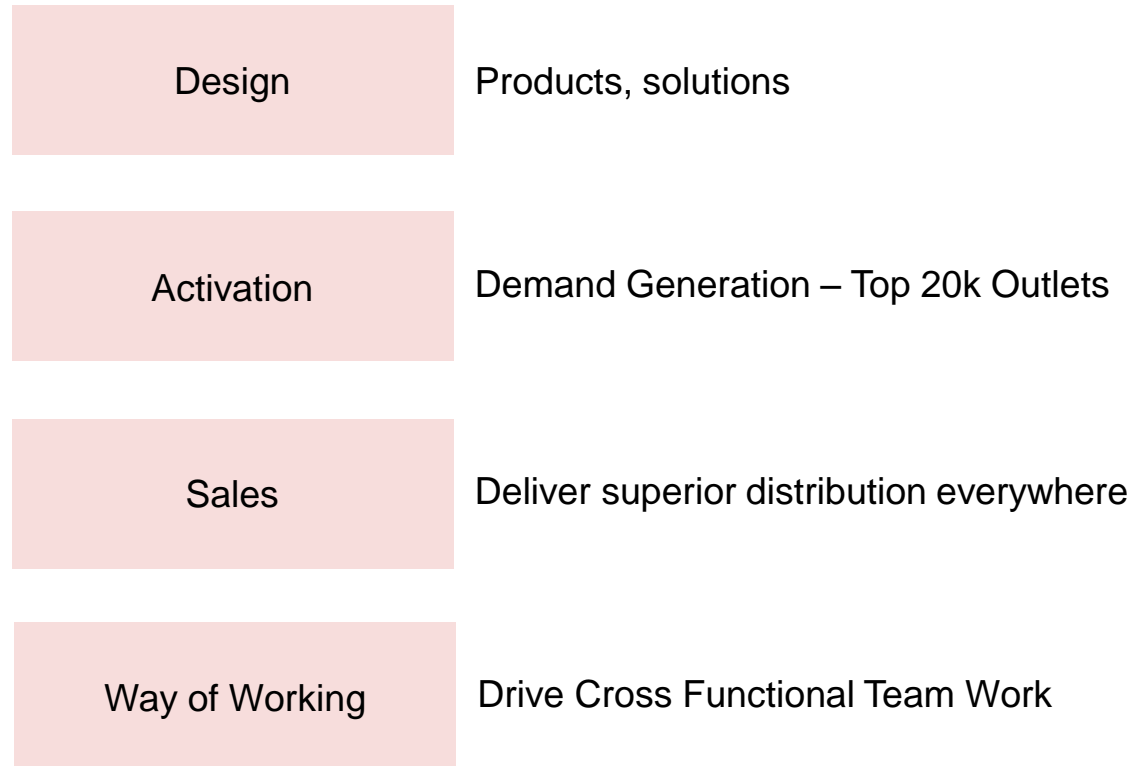


How will we win in this market

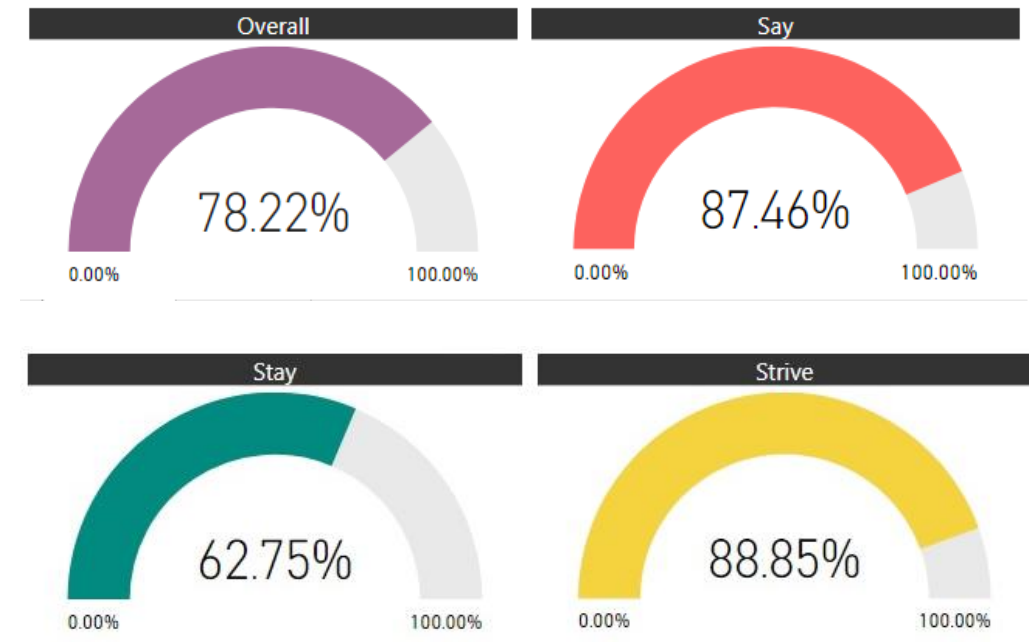
Win with People



New Organization – Design & Delivery



High People Engagement Scores



Build Airtel of the future through Digital Talent

Summary



- 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