



October 12, 2018

National Stock Exchange of India Limited
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E),
Mumbai-400051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400001

Ref: Bharti Airtel Limited (BHARTIARTL/532454)

Sub: Press Release

Dear Sir/ Madam,

We are enclosing herewith a press release titled "Airtel launches #AirtelThanks to delight customers with exclusive benefits".

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. & 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



Airtel launches #AirtelThanks to delight customers with exclusive benefits

***Airtel mobile and home broadband customers to get access to privileged benefits including premium content, offers on devices and red carpet customer care
Airtel to partner with the best of brands/content providers to enable the digital program***

New Delhi, October 12, 2018: Bharti Airtel ("Airtel"), India's leading telecommunications services provider, today launched #AirtelThanks – its biggest digital program to delight its valued customers with exclusive benefits.

Under #AirtelThanks, all Airtel customers who commit a monthly ARPU of Rs. 100 and above (for mobile) will receive exciting additional benefits at no extra charge. These benefits will include access to premium digital content, great offers on smartphones and online shopping vouchers. The higher the monthly ARPU commitment, the more benefits a customer gets.

#AirtelThanks customers will also get red carpet customer care for service and network related issues to add to their experience.

All these benefits will be digitally delivered through MyAirtel App, Airtel TV, and Wynk Music, making the experience completely seamless. Customers will receive regular offer updates round the year under the newly created #AirtelThanks section on MyAirtel App and Airtel TV.

Airtel is partnering with the best of brands across product categories to enable #AirtelThanks. The digital program gives brands the ability to engage with a vast base of smartphone customers. By leveraging its deep customer insights, Airtel will work with partners to co-create custom made offerings for Airtel customers.

Vani Venkatesh, Chief Marketing Officer, Bharti Airtel said, "We are obsessed with delighting our customers and our aim is to enable a differentiated experience for them. #AirtelThanks is our biggest initiative to celebrate our relationships with customers by making them feel extra special. This is a win-win program for our customers and partners. It offers brands the opportunity to reach customers with highly targeted offerings. We have received very enthusiastic response from our partners and look forward to building #AirtelThanks into a large scale 'telco-brand' collaboration property."





Exclusive Content benefits under #AirtelThanks

Netflix three months subscription gift worth Rs. 1500

To mark the launch of #AirtelThanks, Airtel said that its mobile customers on Infinity Postpaid plans of Rs. 499 and above will get three months Netflix subscription gift worth Rs. 1500 at no extra charge. Existing Netflix subscribers will also be eligible for this gift and will receive a credit of Rs. 1500 in their Netflix account. Eligible customers can avail the three month Netflix subscription gift on [Airtel TV app](#) or [MyAirtel app](#).

Access to Premium content from ZEE5

All Airtel Prepaid and Postpaid customers with monthly ARPU commitment of Rs. 199 and above will get complimentary access to premium ZEE5 content including original series and movies. This benefit can be accessed by eligible #AirtelThanks customers via Airtel TV app.

Sameer Batra, CEO – Content & Apps, Bharti Airtel said: “With smartphone becoming the preferred screen in today’s digital world, access to exclusive bundled content is a big differentiator for the #AirtelThanks program. Customers can look forward to discovering all the premium content they need right here on Airtel TV and Wynk Music and that too at no extra cost.”

Exclusive offers on Smartphones

As part of Flipkart’s Big Billion Day sale, Airtel Prepaid customers can get special benefits of up to Rs. 4500 plus 100 GB bonus data on all Flipkart exclusive smartphones as part of #AirtelThanks program. The offer will be available to customers who have or will recharge with unlimited bundled pack of Rs. 199, Rs. 249 or Rs. 448.

Airtel will soon announce #AirtelThanks benefits for its ‘V-Fiber’ Home Broadband customers, who will be able to truly unlock the power of super high speed internet and get exceptional value.

#AirtelThanks is a part of Project Next – Airtel’s digital innovation program to transform customer experience.

