



October 17, 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 "Google Pixel 3 and 3XL come to Airtel Online Store" being issued by Bharti Airtel Limited.

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)

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CIN: L74899DL1995PLC070609



Google Pixel 3 and 3XL come to Airtel Online Store

Airtel customers can pre-order the latest range of Google smartphones with down payments starting at just Rs. 17000

New Delhi, October 17, 2018: Bharti Airtel (“Airtel”), India’s leading telecommunications services provider, today announced that the Google Pixel 3 and Google Pixel 3XL have arrived on its Online Store (www.airtel.in/onlinestore).

Customers can pre-order the latest range of smartphones by Google starting today and Airtel will start the delivery of the devices from November 3, 2018.

Airtel Online Store has made it easier for customers to own the Google Pixel 3 and Google Pixel 3XL range. Customers can get the devices at affordable down payments starting just Rs. 17000 and convenient EMIs that come with a built-in postpaid plan, which includes large dollops of data, unlimited calling and bundled premium content.

Google Pixel 3 range on Airtel Online Store

Device	Down Payment	18 EMIs with built-in plan	Built-in Plan benefits
Google Pixel 3 64GB	Rs. 17,000	Rs. 3499	<ul style="list-style-type: none">• Free Netflix subscription worth Rs. 1500 for 3months• 100 GB data/month with rollover• Unlimited Calls – Local + STD + National Roaming• Free subscription to Amazon Prime for one year• Free Airtel Secure subscription
Google Pixel 3XL 64GB	Rs. 20,000	Rs. 3999	
Google Pixel 3XL 128GB	Rs. 29,000	Rs. 3999	

Vani Venkatesh, Chief Marketing Officer, Bharti Airtel said, “We are excited to extend our partnership with Google to on-board their latest range of devices to our Online Store and delight customers. We are also excited to continue our journey of offering a wide range of devices with affordable financing options on the Online Store.”

Available in three color variants -- Just Black, Clearly White, and Not Pink -- the Pixel 3 range of smartphones from Google is powered by AI to deliver more helpful, thoughtful and enjoyable experiences with features like Top Shot for capturing the perfect photo, Super Res Zoom for crisp zoomed-in shots, Group Selfie for wider angle selfies, and much more.





How to get your favorite Google smartphone on Airtel Online Store:

1. Log on to www.airtel.in/onlinestore/product-list Select the device of your choice
2. Check your eligibility and get instant loan approvals. Make the down payment
3. The device will be delivered to your doorstep at your preferred location/address
4. On activation, the bundled Airtel postpaid plan will automatically apply enabling customers to enjoy superfast data and unlimited voice calling on their new smartphone

Airtel Online Store is an innovative digital platform launched by Airtel as part of Project Next – Airtel's digital innovation program aimed at transforming customer experience across all of its services and touch points.

Airtel has partnered with HDFC Bank, Federal Bank, Clix Capital and Seynse Technologies to bring alive the seamless digital experience on its Online Store.

About Bharti Airtel Limited

Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 456 million customers across its operations at the end of June 2018. To know more please visit, www.airtel.com

