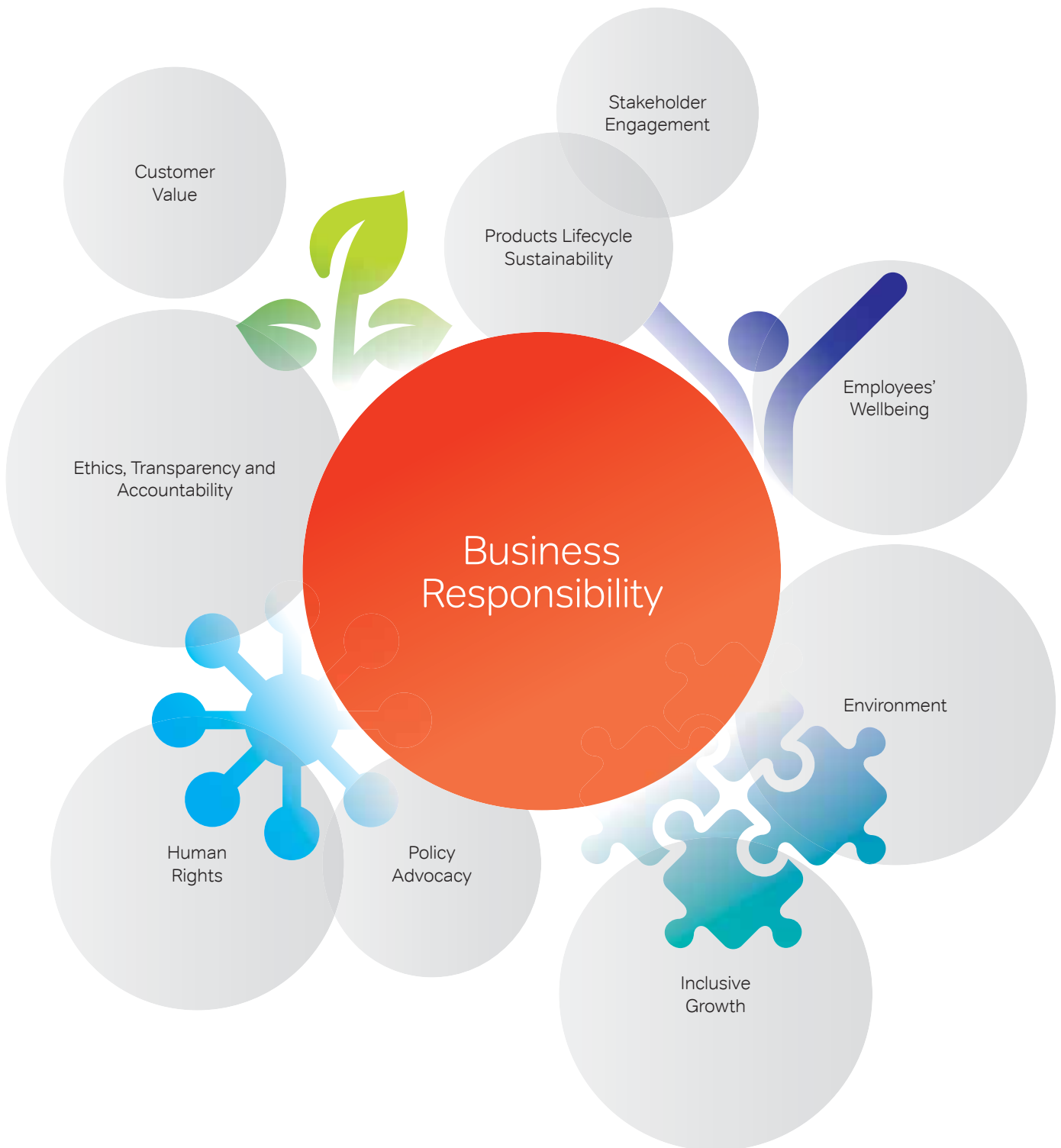


Business Responsibility Report



Transformation for us has a deep social connotation as well. We are acting as an enabler of socio-economic change through our business priorities as well as need-based community interventions. These interventions are well coordinated with the participation of all relevant stakeholders, and have definite measurable outcomes. We will continue to invest more resources to deliver on the expectations of all stakeholders.

- Sunil Bharti Mittal

Section A

General Information about the Company

1.	Corporate Identity Number (CIN) of the Company:	L74899DL1995PLC070609
2.	Name of the Company	Bharti Airtel Limited
3.	Registered Address	Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070
4.	Website	www.airtel.com
5.	Email id	compliance.officer@bharti.in
6.	Financial Year reported	2015-16
	Sector (s) that the Company is engaged in:	<ul style="list-style-type: none"> ● Telecommunication Services – Mobile telecommunication, fixed line services and telecommunication enterprise solutions. ● Direct-to-Home Services (through Subsidiary Company). ● Payments Bank (through Subsidiary Company). ● Passive Infrastructure Services (through Subsidiary Company).
7.	List three key products / services that the Company manufactures / provides (as in balance sheet)	<ul style="list-style-type: none"> a) Mobile Services b) Broadband Services c) Enterprise Services
8.	Total number of locations where business activity is undertaken by the Company	<ul style="list-style-type: none"> a. Number of International Locations - The Company has its business operations in 20 countries that includes India, Sri Lanka, Bangladesh and 17 countries in the African continent. b. Number of National Locations - Headquartered in New Delhi, Bharti Airtel Limited has its business activities in all 22 licensed telecom service areas.
9.	Markets served by the Company	Besides India, the Company also has operations in Africa and South Asia.

Section B

Financial Details of the Company

1.	Paid up capital	₹ 19,987 Mn
2.	Total turnover	₹ 603,002 Mn
3.	Total profit after taxes	₹ 75,465 Mn
4.	Total Spending on Corporate Social Responsibility (CSR) as percentage of average Net profit of the Company for last 3 financial years	0.57%
5.	List of activities in which expenditure in four above has been incurred:	<ul style="list-style-type: none"> ● Promotion of education. ● Rural sanitation programme. ● Higher and technical education. ● Child welfare programmes. ● Disaster relief initiatives. ● Community development programmes. ● Environmental initiatives and awareness. ● Employability and entrepreneurship.

Section C

Other Details

1. **Does the Company have any Subsidiary Company / Companies?**
Bharti Airtel Limited had 17 direct and 92 indirect subsidiary companies, as on March 31, 2016.
2. **Does the Subsidiary Company / Companies participate in the BR initiatives of the parent company?**
Almost all subsidiary companies of Bharti Airtel, either directly or along with Airtel, participate in the BR initiatives.
3. **Do any other entity / entities (e.g. suppliers and distributors, among others) that the Company does business with participate in the BR initiatives of the Company?**
Bharti Airtel supports and constantly encourages its partners to undertake sustainability and CSR initiatives in their areas of operations. At present, the Company's infrastructure and facility management partners support its drive towards environment protection which represents less than 30% of all our partners.

Section D

Business Responsibility Information
1. Details of Director / Directors responsible for BR
a) Details of Director / Directors responsible for the implementation of BR policy / policies

DIN Number	00042494
Name	Mr. Rakesh Bharti Mittal
Designation	Director

b) Details of the BR head:

DIN Number (if applicable):	N.A.
Name	Mr. Sameer Chugh
Designation	Director – Legal & Regulatory
Telephone No.	+91 124 4243188
E-mail id	sustainability@airtel.com

2. Principle-wise (as per NVGs) BR Policy / Policies

Principle 1 Ethics, Transparency and Accountability	Principle 2 Products Lifecycle Sustainability	Principle 3 Employees' Wellbeing
Principle 4 Stakeholder Engagement	Principle 5 Human Rights	Principle 6 Environment
Principle 7 Policy Advocacy	Principle 8 Inclusive Growth	Principle 9 Customer Value

(a) Details of Compliance (Reply in Y/N)

Sl. No.	Questions	P1	P2	P3	P4	P5	P6	P7	P8	P9
1.	Do you have a policy / policies for...	Y	Y	Y	Y	Y	Y	Y	Y	Y
2.	Has the policy been formulated in consultation with the relevant stakeholders?	✘	Y	Y	Y	Y	Y	Y	Y	Y
3.	Does the policy conform to any national / international standards? If Yes, specify? (50 words)	✘	Y	Y	Y	Y	Y	Y	Y	Y
4.	Has the policy been approved by the Board? If yes, has it been signed by MD / Owner / CEO / appropriate Board Director?	✘	Y	Y	Y	Y	Y	Y	Y	Y
5.	Does the Company have a specified committee of the Board / Director / Official to oversee the implementation of the policy?	✘	Y	Y	Y	Y	Y	Y	Y	Y
6.	Indicate the link for the policy to be viewed online?	✘	Y	N	N	N	Y	N	Y	Y
7.	Has the policy been formally communicated to all relevant internal and external stakeholders?	✘	Y	Y	Y	Y	Y	Y	Y	Y
8.	Does the Company have in-house structure to implement the policy / policies?	✘	Y	Y	Y	Y	Y	Y	Y	Y
9.	Does the Company have a grievance redressal mechanism related to the policy / policies to address stakeholders' grievances related to the policy / policies?	✘	Y	-	Y	Y	Y	-	-	-
10.	Has the Company carried out independent audit / evaluation of the working of this policy by an internal or external agency?	Ⓜ	Y	Y	Y	Y	Y	Y	Y	Y

- ✘ The policies are formulated with detailed consultation with relevant stakeholders and benchmarking across the industry. They are developed and aligned to applicable legal and regulatory requirements, and guidelines, SEBI listing regulation and our internal mandates.
- ✘ All policies are administered under the overall supervision of the Airtel Management Committee (AMB) of the Company, headed by the Managing Director and Chief Executive Officer. The Audit Committee of the Board along with other Board Committees reviews implementation of policies.
- ✘ The following Policies can be viewed on our website www.airtel.com and www.bharti.com
1) Code of Conduct Policy 2) Code of Conduct Policy for Partners 3) CSR Policy 4) Ombudsperson Policy & Process.
- ✘ Except for policies listed above, all other policies are meant for internal consumption of the employees and are available on company's intranet. All policies have been periodically communicated to the relevant internal and external stakeholders.
- ✘ All the policies are owned by the respective AMB member and their senior leadership team is responsible for the effective implementation of the policy.
- ✘ Any clarifications or grievances related to either of the policies are addressed by the respective leadership team member and if not addressed to satisfaction can be escalated to the Ombudsperson.
- Ⓜ All policies and their implementation is audited by an independent internal audit team who in turn reports issues, if any, to the Board Audit Committee.

3. Governance related to BR

- Indicate the frequency with which the Board of Directors, Committee of the Board or CEO assess the Company's BR performance. (Within 3 months, 3-6 months, annually, more than 1 year)

The CSR Committee and the Board assesses and reviews the BR performance annually and gives strategic direction to the Company on its BR initiatives, if required.

- Does the Company publish a BR or a Sustainability Report? What is the hyperlink for viewing this report? How frequently is it published?

The Company publishes an annual Sustainability Report in accordance with the Global Reporting Initiative (GRI) Framework. The report has been uploaded on the Company's website, and can be viewed at www.airtel.in/sustainability.

Section E

Principle-wise Performance

Principle 1
Ethics, Transparency and Accountability

The Company's Code of Conduct (CoC) affirms its commitment to the highest standards of integrity and ethics. Bharti Airtel has a 'zero tolerance' approach towards bribery and corruption. It strictly prohibits making any sort of facilitation payment. The Policy on 'Improper Payments' is non-negotiable for the Company; and it is committed to comply with the same in letter and spirit. The CoC is developed at the Group level and is applicable for all internal and external stakeholders. Adherence to the Code is mandatory for all employees, subsidiaries, suppliers and contractors, service providers, channel partners and their employees. All employees have to undergo mandatory e-certification on CoC to affirm their commitment to the

Code. Besides, the office of the Ombudsperson serves as an independent forum for employees as well as other external stakeholders including associates, strategic partners and suppliers to raise concerns and complaints about improper practices such as bribery / corruption, which are in breach of the Bharti Code of Conduct. The Company's Consequence Management Policy deals with violation of the Code of Conduct, and misreporting or non-reporting of critical information. This includes financial impropriety including bribery or kickbacks.

During FY 2015-16, 16 allegations of corruption / bribery were received. Investigations were completed in 15 cases and actions were initiated as per the Consequence Management Policy. One case is currently under investigation.

Principle 2 Product Lifecycle Sustainability

Digital connectivity is becoming integral to economic and social development. Over the years, Bharti Airtel through its services namely mobile, broadband, enterprise services and DTH has served as a catalyst to bridge the digital divide. Its robust network and far-reaching distribution helped in strengthening the entire process. Besides, the Company is constantly expanding its bouquet of services and enhancing its communication technologies to make a positive impact on the communities it works with.

Bharti Airtel is committed to socio-economic transformation to help elevate the lives of millions. The Company takes a proactive approach to preserve the environment and reduce negative fallouts of the lifecycle of its products and services across the value chain. It believes in responsible growth that encourages social wellbeing, while promoting innovation and efficiency. Through various value-added services offered on the mobile and broadband platform, Bharti Airtel aims at generating awareness and offering services in the areas of mobile commerce, health, education and agriculture, thus, augmenting the efforts of the government to extend the reach and quality of basic life services to the population.

With a host of value-added services oriented towards rural communities, Bharti Airtel is perceived as an important driver of socio-economic empowerment in the country. Through the recent license received by Airtel Payments Bank, the Company aims to take pioneering steps towards easing the access to financial services for a majority of unbanked population. Similarly, services such as mEducation, mFarmer have used mobile and DTH platforms to transform the traditional service delivery model and reduce the cost of access to millions of people in far flung rural areas. IKSL, The Company's joint venture initiative with IFFCO - the world's largest fertilizer cooperative federation – is a great example of farmer empowerment. Over 3 Mn farmers benefit directly from its information services in weather forecasting, commodity prices, agronomy, dairy farming and forestry.

Bharti Airtel's network transformation programme, 'Project Leap' focuses on a series of new initiatives towards a greener environment and building a sustainable network for the future. It is in continuation with the Company's long-term commitment towards 'Green Network' initiatives. Under 'Project Leap', Bharti Airtel not only plans to establish a world-class and future-ready network, but also to bring down its carbon footprint emission by 70% over the next three years.

The Company also gives utmost importance to community health and safety. It acknowledges the growing concerns due to the alleged exposure to electromagnetic fields (EMF), and believes in maintaining transparency. It continues to monitor research outcomes and share updated research-based information with its stakeholders. The Company adheres to the emission norms prescribed by the International Commission on Non-ionizing Radiation Protection (ICNIRP); which is 10-times stricter for India, compared to technologically-advanced countries. In FY 2015-16, over 17,590 sites were audited by the TERM Cells, and almost 99.9% sites were found to be compliant with emission norms. Also, the Company, in partnership with the Cellular Operators Association of India (COAI), conducts several awareness building sessions over the issue.

War on Waste is one of the key business priorities of Bharti Airtel. In line with this, the Company continues to take initiatives and develops innovative technologies to minimise waste that is generated by its operations. This will ensure end-to-end traceability and recycling of both physical waste and e-waste.

Due to the nature of Bharti Airtel's operations, a large volume of e-waste is generated by the Company. The e-waste (electronic components, telecom equipment or IT hardware) that results from technology upgradation and capacity augmentation is recycled as per Waste Electrical and Electronic Equipment (WEEE) norms. In FY 2015-16, over 1,700 tons of e-waste generated from IT and network infrastructure was recycled through authorised recycling partners.

The Company promotes the use of electronic billing and online payment methods to reduce paper usage that results from physical copies of bills and receipts. In addition, an automated que management based printing solution is in place, besides telecommunication services like tele-conferencing and video-conferencing. The telecommunication services are used to ensure minimal business travel, thus cutting down carbon emission.

Bharti Airtel works closely with its partners towards ensuring sound and sustainable procurement procedures, built on a solid foundation of the Company's policies and principles. Nearly 90% of the Company's suppliers are based in India, and over 80% of the procurement for the year, in terms of value, was from these India-based partners. It constantly strives to build a responsible and sustainable supply chain. One of the important parameters of supplier selection at Airtel is the supplier's achievement of management certifications such as TL9000, ISO 9001, ISO 27001, ISO 14001, OHSAS18001 and RoHS. Suppliers with certifications for high standards in their areas of expertise are preferred, and those seeking certifications are assisted in undergoing a certification programme within a defined period.

e-Shakti – Driving Digital Literacy

This initiative aims at building awareness about the basics of Internet, simplicity of internet, usefulness and presence of content relevant to women on internet and providing them with live experience on their own handsets.

In association with various state governments, over 500,000 women have been trained across several districts in Madhya Pradesh, Andhra Pradesh and Rajasthan.

Principle 3
Employees' Wellbeing

Bharti Airtel acknowledges the immense potential of its human capital, and therefore, 'Win with People' is one of the five key business priorities of the Company. Bharti Airtel believes that its success depends on its ability to develop knowledge, skills and expertise of its employees. The Company strongly believes 'Win with People' is essential to continue winning in the market. This belief translates in ensuring that every business vertical is equipped with right talent, which is both competent and engaged. The Company achieves this objective by undertaking various initiatives for talent development, employee engagement and communication.

This approach has helped the Company in building an organisation, which is not only inclusive and entrepreneurial but most importantly, experienced as an equal opportunity employer by its people. Bharti Airtel has consistently tried to create and promote an inclusive work environment for employees from diverse backgrounds to help them realise their full potential. The objective is to ensure that the - strong workforce of 18,179 employees are both skilled and engaged; and that the organisation is perceived as being inclusive, entrepreneurial and an equal opportunity employer.

There were 4,968 subcontracted employees as on March 31, 2016. During the period, there were no temporary and casual employees.

Being in service industry, the Company does not have any labour union or association in the organisation. However, employees have full access to management to raise their concern at any time without any fear / coercion. All the concerns or issue raised by employees are resolved satisfactorily.

The Company is fully committed to the promotion of diversity across all levels of the organisation. There were 1,491 permanent women employees, which represented around 8% of the total workforce. A total of 123 people with disabilities were employed at various company locations. To nurture workforce diversity, with a particular focus on gender, the Company has implemented practices and support systems that specifically address the requirements of its women employees. This is backed by stringent policies and procedures, which ensure the workplace environment free from sexual harassment.

The Company is fully compliant with the prevailing laws on the prevention of sexual harassment of women at workplace. The Internal Complaints Committee deals with all matters related to the subject in accordance with the tenets of the law. The Company is fully compliant with the prevailing laws on the prevention of sexual harassment of women at workplace. The Internal Complaints Committee deals with all matters related to the subject in accordance with the tenets of the law. The list of members of the Committee has been communicated to all employees and also prominently displayed in the public areas of all its offices. Besides, the Company has conducted awareness and training programmes for employees with respect to this law. Training sessions were also conducted for all members of the Internal Complaints Committee on the legal and practical aspects to enable the members to deal with investigations. Eight cases related to sexual harassment were reported and investigated during the year; and all procedures were followed. Guilt was established in five cases, and of these, four were separated from their services with the organisation. In the fifth case, there was a conciliation proceeding on the request of the

complainant. However, the accused quit the organisation on his own accord post the conciliation closure.

During the year, no complaints were received by the Ombudsperson office for child labour, forced labour or discriminatory employment.

155+

Unique training interventions for the Company's employees, of which over 130 comprised functional training and 25 competency-based and leadership training.

Category	No. of employees which attended safety trainings	No. of employees which attended skill upgradation trainings
Permanent employees	7,433	8487
Permanent women employees	846	822
Casual / temporary / contractual employees	5,495	-
Employees with disabilities	18	21

Principle 4
Stakeholder Engagement

Bharti Airtel's sustainability approach has been carefully developed through systematic engagement with stakeholders worldwide. The Company's regular engagement with its stakeholders allows it to identify, review and prioritise its sustainability efforts. It makes sure that its sustainability strategy is aligned to its stakeholders' expectations and demands. The Company ensures the effectiveness of the stakeholder engagement process by mapping its key internal and external stakeholders in a structured manner.

Bharti Airtel engages with its stakeholders, both internal as well as external, namely, investors, customers, employees, business partners and suppliers, government and regulators and community to gauge their expectations; share information and sustainability priorities, along with practices and performance; and explore avenues of partnerships to achieve the goals. Concerns and feedback that the Company receives from its key stakeholders get integrated into its strategic business planning. This is performed through systematic stakeholder dialogue that helps in identifying the material issues and prioritising potential risks, which can turn into long-term opportunity for business. In addition to the ongoing stakeholder engagement with all our stakeholders, a formal stakeholder engagement materiality assessment is performed once in every two years to gather the stakeholder requirements and map the same to our business priorities.

The Company has identified the disadvantaged, vulnerable and marginalised stakeholders through its association

with Bharti Foundation, the philanthropic arm of Bharti Enterprises. A significant portion of the beneficiaries of the Bharti Foundation and its programmes comprise the economically-challenged and disadvantaged groups, especially girl children. Please refer to the CSR section of the Annual Report for details on our intervention through Bharti Foundation.

Principle 5 Human Rights

Bharti Airtel adheres to the highest levels of ethical business practices as articulated by its Code of Conduct so as to achieve its performance with integrity. A strong commitment to human rights is embedded in the Company's Code of Conduct Policy, which lays down the acceptable behaviour on various aspects including human rights. The Code of Conduct is applicable for all employees, associates, business partners and Group NGO and they are required to comply with the Code, the relevant labour laws and human rights regulations applicable in their geographies of operation.

No incidence of discrimination or human rights violation was received by the Company's Ombudsperson office or was pending investigation as on March 31, 2016.

Principle 6 Protection of the Environment

As a leading telecom provider in India, Bharti Airtel understands its responsibility to operate in an environmentally sustainable way by developing, promoting and utilising resource-efficient and eco-friendly services. The Health, Safety and Environment (HSE) policy details our approach towards protection of the environment and is applicable for all employees of the Company and subsidiaries. As part of its energy and climate change mitigation strategy, the Company works closely with its infrastructure partners to ensure a sustained decline in GHG emissions. In addition, the Company has also intensified its efforts towards reducing its operational footprint, increasing resource efficiency and adopting green practices in areas where it operates.

Various alternate and renewable energy sources are being explored by the Company's network infrastructure partners to mitigate the dependency on diesel. Such sources of renewable energy include solar energy solutions, fuel cells, power management systems to optimise power consumption, energy-efficient DC diesel generators, and free cooling units that reduce dependence and power consumption by air-conditioners.

Reducing dependence on conventional sources of energy and increasing overall energy efficiency will help the Company's partners remain competitive in the telecom infrastructure business. In addition, the efforts of Indus Towers and Bharti Infratel in energy saving have been instrumental in reducing the carbon footprint of the telecom industry collectively.

In FY 2015-16, the Company did not receive any legal notice from pollution control boards. However, few notices were received pertaining to the operations of its infrastructure

partners, which are being suitably addressed by them. Also, the emissions / waste generated by the Company are within the permissible limits given by CPCB / SPCB.

Detailed description of the Company's intervention towards reduction of carbon footprint can be found in the CSR section of this Report and in the Planet section of Bharti Airtel's Sustainability Reports available on www.airtel.in/sustainability.

Principle 7 Responsible Policy Advocacy

The Company works closely with all industry associations and trade chambers to ensure that its public policy positions complements and advances its sustainability and citizenship objective. In taking public policy positions, Bharti Airtel strives to advance innovation, enhance competitiveness and increase job creation, economic growth and sustainable standards of living. Its policy agenda is centered on the provision of network coverage, affordable access to the customers, digital inclusion, quality of service offerings, tariff and environment, among others that are being discussed and deliberated by the government, are likely to have a material impact on the Company's business.

The Company generally conveys its policy positions through its membership with the Cellular Operators Association of India (COAI). It also holds memberships of other industry associations like Confederation of Indian Industry (CII) and Federation of Indian Chambers of Commerce & Industry (FICCI). Internationally, Bharti Airtel is a member of the International Telecommunication Union (ITU) and GSM Association (GSMA).

Principle 8 Support Inclusive Growth

Multiple studies have shown that telecommunication services can play a pivotal role as one of the architects of an accelerated socio-economic growth. Technological platforms like mobile and internet improve governance, communication, security, disaster relief; and contribute to the overall strengthening of the socio-cultural ethos.

To this effect, in 2012, the Company launched the 'Blueprint for Social Inclusion', which aimed at leveraging its network presence and distribution network to provide awareness about basic life services like health education, financial inclusion and agriculture. Over the years, the Company has made rapid progress, and also augments the efforts of the Government, public private groups, Bharti Foundation and other stakeholders in the area of sustainability.

While recalibrating the Company's strategies to remain aligned with its sustainability vision, it launched a comprehensive and a structured 'Airtel Sustainability Plan 2020'. The Plan outlines the Company's corporate responsibility and how it aspires to empower millions more through social and economic development.

In addition to driving social inclusion, Bharti Airtel makes its presence felt in the communities it serves and also where its employees live and work. The Company is focused on creating a sustained, positive and deep-rooted impact on the society at large. Its philanthropic efforts, employee volunteerism, and community outreach initiatives support the desire to be seen as a trusted partner — one that honours its commitments and takes pride in the role it plays in community wellness. With the aim to help the communities actualise their true potential and become productive members of society, the Company focused on employee volunteerism and CSR efforts, along with Bharti Foundation and various other NGOs / associations.

Bharti Foundation was set up in 2000, as the philanthropic arm of the Bharti Enterprises. Since inception, it has partnered with Bharti Airtel Limited for implementing and supporting various programmes. It focuses on implementing programmes in the field of primary, elementary, senior secondary and higher education through the Satya Bharti School Program, as well as through government school interventions under its Satya Bharti Quality Support Program and Satya Bharti Learning Centres Program. Recently, in addition to its primary focus area of education, the Foundation initiated 'Satya Bharti Abhiyan'. This initiative is aimed to improve sanitation facilities in rural Ludhiana. Besides, the Foundation introduced 'Nyaya Bharti' programme to provide legal and financial assistance to deserving and underprivileged people under trial, languishing in jails for minor offences.

Along with Bharti Foundation, the Company has also supported various other initiatives, such as supporting schools in imparting free education to girl child, employment enhancing vocation skills, maintaining old age homes, promoting formulation of public policies and research among many others.

In FY 2015-16, Bharti Airtel contributed a total of ₹ 575 Mn towards various CSR initiatives and other charitable causes.

Refer to the CSR section of this Annual Report for further details on our work with Bharti Foundation and the impact created on the community.

Sanitation Drive

Motivated by the landmark speech of India's Hon'ble Prime Minister on Independence Day (2014) calling Corporates to step up for a 'Swachh Bharat', Bharti Airtel is enthusiastically supporting the 'Satya Bharti Abhiyan'. It is a sanitation drive being implemented by Bharti Foundation in rural Ludhiana over the next 3 years for the provision of toilets in households lacking such facilities, across more than 900 villages. The Foundation also committed to improve the sanitation facilities in the Government Schools of rural Ludhiana by building separate toilets for girls, where no such facility exists.

As on March 31, 2016, 12,737 toilets have been handed over to the community in 559 villages, impacting 63,050 beneficiaries.

Young Leaders

As part of corporate induction schedule, Bharti Airtel's Young Leaders help the Satya Bharti Schools. In this two-week programme, volunteers assist the Satya Bharti School teachers to organise upcoming events, strengthen their english and basic computer knowledge. Besides, it helps them raise the profile of village schools.

Principle 9

Providing Customer Value

To match the diverse expectations of the Company's urban, rural and multinational enterprise customers, Bharti Airtel continuously develops and offers a diverse range of solutions. These range from mobile, broadband, direct-to-home satellite television and enterprise solutions, along with a bouquet of value-added, customised services that address varied customer needs.

Bharti Airtel has been transparently communicating mandatory information regarding enrolment and deactivation, tariff, usage, contact and grievance on its periodical bills, enrolment form, booklets, website and POS displays. Besides, the Company pioneered the launch of Airtel myPlan for its post-paid customers, which enables its customers to customise their postpaid plans on the basis of their family's usage, preference and requirements. They can share the benefits among five of their family members, thus ensuring zero wastage or overspend. The plan provides the features of infinite flexibility of myPlan, added with affordability, convenience and zero wastage. The Company values its customers' feedback to ensure improvement in its products, services and processes. It uses tools like Net Promoter Score (NPS) to gather its customers' feedback and suggestions, which helps in identifying the areas of improvement.

During FY 2015-16, no legal cases were filed against the Company regarding unfair trade practices, irresponsible advertising and / or anti-competitive behaviour. However, 26 complaints were registered with Advertisement Standard Council of India (ASCI) and all of them were resolved as per the process specified in ASCI rules. Also, as on March 31, 2016, 0.012% of the total customer¹ complaints and around 146 out of the 235 consumer cases received in FY 2015-16 were at various stages of resolution.

[1] This includes prepaid and postpaid customers.