

Business Responsibility Report

Section A

General Information about the Company

Corporate Identity Number (CIN) of the Company	L74899DL1995PLC070609	
Name of the Company	Bharti Airtel Limited	
Registered Address	Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110070	
Website	www.airtel.com	
Email ID	compliance.officer@bharti.in	
Financial Year reported	2018-19	
Sector(s) that the Company is engaged in (Industrial activity code-wise)	<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) 	
Key products / services that the Company manufactures / provides (as in balance sheet)	<ul style="list-style-type: none"> ≡ Mobile Services ≡ Broadband Services ≡ Enterprise Services ≡ Direct to Home (DTH) Services 	
Total number of locations where business activity is undertaken	Number of international locations (major 5)	Operations in 18 countries including India and Sri Lanka.
	Number of national locations	Headquartered in New Delhi, the Company has business in all 22 licensed telecom service areas.
Markets served by the Company- Local/State/National/Internationalq	Besides India, operations in Africa and South Asia	

Section B

Financial Details of the Company

1. Paid up capital (₹ Millions)	19,987
2. Total turnover (₹ Millions)	496,080
3. Total profit / (loss) after taxes (₹ Millions)	(18,290)
4. Total spending on Corporate Social Responsibility (CSR) as percentage of average Net Profit of the Company for last 3 financial years.	0.82%
5. List of activities in which expenditure in point (4 above) has been incurred	<ul style="list-style-type: none"> ≡ Education promotion ≡ Higher and technical education ≡ Child welfare ≡ Disaster relief ≡ Community development ≡ Environmental initiatives and awareness ≡ Employability and entrepreneurship

Section C

Other Details

1. Does the Company have any Subsidiary Company/ Companies?

Bharti Airtel Limited (hereinafter referred as Airtel) has 12 direct and 89 indirect subsidiary companies, as on March 31, 2019.

2. Does the Subsidiary Company / Companies participate in the Business Responsibility (BR) initiatives of the parent company?

Nearly all subsidiary companies, either directly themselves or jointly 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?

Airtel supports and encourages its partners to undertake sustainability and CSR initiatives. At present, the Airtel's infrastructure and facility management partners support its drive towards environment protection, which represents less than 30% of all its partners.

Section D

Business Responsibility Information

1.0 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	N.A.
Name	Mr. Sameer Chugh
Designation	Director - Legal & Regulatory
Telephone Number	+91 124 4243188
E-mail ID	sustainability@airtel.com

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

Principle 1

Ethics, Transparency and Accountability

Businesses should conduct and govern themselves with ethics, transparency and accountability

Principle 2

Products Lifecycle Sustainability

Businesses should provide goods and services that are safe and contribute to sustainability throughout their life

Principle 3

Employees' Well-being

Businesses should promote the well-being of all employees

Principle 4

Stakeholder Engagement

Businesses should respect the interests of and be responsive towards all stakeholders, especially those who are disadvantaged, vulnerable and marginalised

Principle 5

Human Rights

Businesses should respect and promote human rights

Principle 6

Protection of the Environment

Businesses should respect, protect and make efforts to restore the environment

Principle 7

Responsible Policy Advocacy

Businesses, when engaged in influencing public and regulatory policy, should do so in a responsible manner

Principle 8

Support Inclusive Growth

Businesses should support inclusive growth and equitable development

Principle 9

Providing Customer Value

Businesses should engage with and provide value to their customers and consumers in a responsible manner

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? (A)	Y	Y	Y	Y	Y	Y	Y	Y	Y
3.	Does the policy conform to any national / international standards? If yes, specify? (50 words) (A)	Y	Y	Y	Y	Y	Y	Y	Y	Y
4.	Has the policy being approved by the Board? If yes, has it been signed by MD / Owner / CEO / appropriate Board Director? (B)	Y	N	N	Y	N	Y	N	N	N
5.	Does the Company have a specified committee of the Board/ Director / Official to oversee the implementation of the policy? (B)	Y	Y	Y	Y	Y	Y	Y	Y	Y
6.	Indicate the link for the policy to be viewed online? (C)	Y	N	N	Y	Y	N	N	N	N
7.	Has the policy been formally communicated to all relevant internal and external stakeholders? (D)	Y	Y	Y	Y	Y	Y	Y	Y	Y
8.	Does the Company have in-house structure to implement the policy / policies? (E)	Y	Y	Y	Y	Y	Y	Y	Y	Y
9.	Does the Company have a grievance redress mechanism related to the policy / policies to address stakeholders' grievances related to the policy / policies? (F)	Y	-	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? (G)	Y	Y	Y	N	N	Y	Y	N	Y

(A) The policies are formulated with detailed consultation with relevant stakeholders and benchmarking across the industry. These are developed and aligned to applicable legal and regulatory requirements, and guidelines, SEBI listing regulation and its internal mandates.

(B) All policies are administered under the overall supervision of the Airtel Management Board (AMB) of the Company, headed by the Managing Director and Chief Executive Officer. The Audit Committee of the Board along with other Board Committees regularly reviews implementation of policies.

(C) The following policies can be viewed on its 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 and Process
5. Stakeholder Engagement Policy
6. Human Rights Policy
7. Environment Health and Safety Policy

(D) Except policies listed above, all other policies are meant for internal consumption of employees and are available on the Company's intranet. All policies have been periodically communicated to the relevant internal and external stakeholders.

(E) All policies are owned by the respective AMB member and their senior leadership teams are responsible for the effective implementation of the policies.

(F) Any clarifications for grievances related to either of the policies are addressed by the respective leadership audit team member and if not addressed to satisfaction can be escalated to the Ombudsperson.

(G) All policies and their implementation are audited by an independent internal audit team who in turn reports issues, if any, to the Board / Audit Committee.

Governance related to BR
≡ Performance assessment frequency of BR

The CSR Committee and Board assess and review the BR performance annually and give a strategic direction to Airtel's BR initiatives, as required.

≡ Details of BR and Sustainability Report

Airtel publishes an annual Integrated Report in accordance with the International <IR> Framework as developed by IIRC. The report has been uploaded on Airtel's website and can be viewed at www.airtel.in.

Section E

Principle-wise performance

Principle 1

Ethics, Transparency and Accountability

Airtel believes that economic value cannot be sustained unless it is created on a foundation of ethics and responsibility. It has a strong legacy of fair, transparent and ethical governance practices. It is the Company's Code of Business Conduct which reinforces its commitment to operate with the highest degree of integrity. It outlines the Company's expected standards of ethical conduct and behaviour. The Code of Conduct extends to employees at all levels and other individuals working with the Company, its subsidiaries, suppliers, contractors, service providers and channel partners. It lays down principles against discrimination, anti-competitive practices, insider trading and prohibits bribes, kickbacks and improper payments. All employees are required to undergo an annual e-certification on the Code of Conduct to acknowledge that they understand and commit to imbibe the principles defined in it.

As part of its corporate governance structure and the Code of Conduct, the Company has placed necessary safeguards to avoid any conflict of interest. The management is required to confirm that they have not entered into any material transaction that could have potential conflict of interest to its business. Any incident of conflict of interest is brought to the notice of management as per the provisions of Code of Conduct.

To facilitate an effective implementation of its Code of Conduct, the Company has an ombudsman process which allows employee, contractors and vendors, to raise a grievance or complaint without any fear of reprisal. A formal process is undertaken to review and investigate any concern and take suitable action in accordance with the Consequence Management Policy. The instances of such misconduct are periodically reported to the Audit Committee. During 2018-19, 22 allegations of corruption and bribery were received and investigations were completed in 11 cases. The remaining 11 cases are under various stages of investigation. Allegations were substantiated in 2 cases and suitable actions initiated, as per Consequence Management Policy and their services with the organization was terminated.

Principle 2

Product Lifecycle Sustainability

It is our constant endeavour to ensure safety and optimal resource use of all our products across their entire life cycle from design to disposal. Airtel is proactively contributing to sustainable development through measurement and reduction of its ecological footprint across the value chain, including business operations, supply chain and delivery of services.

The Company is leveraging its existing services such as Mobile DTH, Payments Bank, Fixed line and Broadband and Enterprise

solutions to provide basic life services. It is helping enhance financial inclusion, health and education along with raising awareness around agriculture. Airtel relentlessly works to provide value across its value chain to minimise environmental fallout. Airtel took some significant steps like promoting reduced energy consumption, minimising waste and focusing on developing innovative solutions to ensure environmental stability. The Company has formulated and implemented procurement guidelines to confirm safety and resource optimisation. Besides, it adheres to standard practices and procedures for waste disposal in accordance with regulations. Airtel gives primary importance to community health and safety.

The Company acknowledges the growing concern over the exposure to electromagnetic fields (EMF) and maintains complete transparency in its position. It also shares updated and extensive research-based information on this matter with its employees, partners, customers and the community, at large. The Company's existing practices comply with the relevant guidelines issued by the Department of Telecommunication (DoT), Government of India (GoI). According to the DoT guidelines, the Company's operational sites are subject to random selection and audit by the DoT's Telecom Enforcement Resource and Monitoring (TERM) Cells. In FY 2018-19, over 42706 base stations were audited on a sample basis by TRAI and all of them were found to be compliant with emission norms. The Company in partnership with the Cellular Operators Association of India (COAI) conducts various programmes, workshops, seminars and stakeholder. Such initiatives are taken to build awareness about the issue.

Airtel declared 'War on Waste' as one of its business priorities. This initiative intends to improve the Company's operating efficiency by eliminating waste. Airtel is undertaking constant measures to optimize resources and reduce waste generation in its operations. More details on waste management can be found in Natural Capital Section of the Integrated report.

The most substantial waste generated from Airtel is e-waste, owing to its nature of business. The Company has adopted a focused approach on e-waste management. It has made significant efforts to reduce environmental impact of its operations, by minimising waste and ensuring proper disposal and recycling. Airtel has also implemented various awareness strategies to reduce waste by promoting extended use of network and IT based equipment. The Company adheres to the Government of India's (GoI) guidelines to recycle waste at the source. In FY 18-19, around 4,168.25 tons of e-waste generated from IT and network infrastructure was recycled through authorised recycling partners.

Airtel leverages its diverse platforms to deliver services to its wide customer base. Thus, it does not have any impact on sourcing, production or distribution. The Company also ensures that there is no broad-based impact on energy and water due to use of its services. The Company is strongly committed to building a responsive and sustainable value chain.

Principle 3

Employees' Well-being

Airtel strives to demonstrate employee stewardship through fostering a culture that promotes the realisation of highest potential for each employee. Being in the service industry, the Company reckons that employees are its key assets and are critical to driving business growth. Airtel's objective is to create an environment where employees can continually enhance their knowledge, skills and expertise. At the same time, it invests in well-being programs in order to keep the workforce engaged and productive. Creating a safe and empowered workplace with a culture that drives equal opportunity, non-discrimination, meritocracy and freedom of expression is paramount to the Company. This serves to ensure that the Company's strong workforce of 14,818 employees are both efficient and engaged. This also becomes the cornerstone of attracting and retaining the best talent.

The Company strives to build an inclusive organisation where diversity is celebrated. This is also because it strongly believes that employees with diverse backgrounds bring their own unique perspectives, experience, knowledge and skills, which when properly harnessed, can significantly increase the Company's ability to proactively respond to the dynamically changing business environment. During the reporting year there were 1,316 permanent women employees, which represented around 8.88% of the total workforce. Female employees constituted 10.64% of the management positions. A total of 20 people with special abilities were employed at various Company locations.

In addition, the Company had 56,555 sub-contracted employees for calendar year 2018, employed at its various sites. During the period, the Company did not engage any temporary or casual staff in the organisation. Employees at Airtel have the full freedom to become member of a trade union or indulge in collective bargaining. However as on March 31, 2019, none of the employees of Bharti Airtel Limited were covered by an independent trade union or collective bargaining agreements. Nevertheless, it is ensured that employees have full freedom to escalate their grievances to the management without fear or coercion, which are then addressed and resolved to mutual satisfaction.

As a responsible and employee-oriented organization, Airtel has incorporated initiatives that centre on the philosophy of building a learning culture throughout the lifecycle of the employee working with us. Employees are provided with opportunities to enhance their behavioural, functional and technical competencies through various interventions like on the job exposure, projects, coaching, and mentoring and classroom trainings. In FY 2018-19, an average of 16.82 hours of training was provided per employee.

Airtel's commitment to health and safety is driven by stringent workplace health and safety policies that provide a comprehensive framework for ensuring safe and incidence-free workplace, effective investment in health promotion and disease prevention at all levels of the business. To ensure occupational health and safety throughout the operations, a dedicated safety

team, led by a Safety officer, was setup up to monitor and maintain a safe, healthy and injury-free working conditions. In FY 2018-19, more than 15,933 employees attended the safety trainings including over 32 specially-abled employees.

The Company has implemented various employee friendly policies which allow the employees to valuably contribute to the company while maintaining work life balance, such as flexible work hours, work from home arrangements, maternity and paternity leave more than as mandated by the law. To promote employee well-being, the Company organises across its units regular medical check-ups, fitness challenges and awareness programmes on maintaining a healthy lifestyle.

The Company also has policies to safeguard the security and well-being of its employees such as Workplace Safety Policy, Domestic Travel Safety and Security Policy and Policy for Safety of Women. During the reporting year we launched a Women Safety app, which has been designed to empower women in the event of any distress, enabling them to reach their family or friends who can then reach them through real-time tracking of their location. The Company has put procedures in place to ensure the workplace environment remains free from sexual harassment.

The Bharti Code of Conduct ensures to build a workplace culture that fully reflects Bharti's values of trust, mutual respect and inclusive growth for all. The Code encompasses a wide array of issues pertaining to harassment, workplace conduct, labour conditions, and community responsibility. The Ombudsman process facilitates a formal review and investigation of concerns and undertakes appropriate actions required to resolve the reported matters. In FY 2018-19, 23 cases regarding sexual harassment at the workplace were reported and investigated. In 19 of these cases, the allegations were substantiated and the accused personnel were either provided counselling, a written warning or released from their services. Airtel received no complaints regarding child labour, forced labour and discriminatory employment during the year under review.

Principle 4

Stakeholder Engagement

Creating value for each stakeholder is a key business objective for Airtel. The Company continually assesses the impact of its business activities on its stakeholders and takes action to engage with them in order to better understand and respond to their expectations. Airtel realizes that coping with the multiple and competing interests of stakeholders calls for a strategic approach where the right stakeholders are identified and apprised with relevant information through suitable engagement channels. To direct the same, the Company has a Stakeholder Engagement Policy in place, which is applicable to all operating entities and functions at a corporate and regional level, and guides its activities towards effective stakeholder engagement.

Stakeholder engagement is also vital for the Company to map its material issues and undertake initiatives to address them. Regular engagement with the internal and external stakeholders allows the Company to stay relevant. This practice helps the Company to prioritize key sustainability issues in terms of relevance to its business and stakeholders, including society and environment. It rigorously conducts a detailed materiality-assessment, which enables it to map stakeholders' expectations with its business priorities, risks and opportunities.

In FY 2017-18 Airtel revisited the Materiality Analysis process and performed detailed stakeholder surveys to identify materiality issues / sustainability concerns with the highest relevance and impact, an exercise carried out once in two years. In order to streamline the process, identification and categorization of its key stakeholders, (both internal and external) was performed. The key stakeholders identified include: Customers, Employees, Business Partners (Suppliers and Vendors), Community, Investors, Government Bodies, Industry Associations, Non-governmental Organizations (NGOs) and Academic Institutions. Stakeholder engagement activities were carried out among respective categories of stakeholders with the help of questionnaires. Similar exercise was performed with the Airtel Management Board to delineate the business priorities, which when mapped with the stakeholder concerns, fetched the sustainability issues that demanded enhanced strategic and operational attention.

The Company has identified disadvantaged, vulnerable and marginalised stakeholders through Bharti Foundation, the philanthropic arm of Bharti Enterprises. The foundation's beneficiaries include economically-challenged and disadvantaged groups, especially girls. Bharti Foundation touches all aspects of stakeholder empowerment through multiple community initiatives in the realm of education, employment generation, sanitation along with healthcare, and disaster management. Please refer to the CSR section of the annual report for details on the Company's CSR interventions.

There are a number of channels through which the Company connects with its stakeholders and opportunities that allow them to provide feedback or report grievances which includes its call centers - an independently managed hotline open to all stakeholders including customers, community members, partners, government authorities to raise any complaints / issues which are then appropriately addressed.

Principle 5

Human Rights

Respecting human rights of stakeholders across our value chain is one of our core priorities, which begins through responsible action at our own operations. We also ensure that our business activities do not adversely impact any of our external stakeholders such as our suppliers, partners, customers and the wider community.

Our commitment to human rights is reinforced through our Code of Conduct (COC), as well as guided by U.N. Universal Declaration of Human Rights and International Labor Organization's declaration on Fundamental Principles & Rights at Work. While these provide the guidelines for responsible business conduct at a global level, our policies are shaped and customized by local regulations. Our Human Rights policy is applicable to all employees across the organization, while the code of conduct for business associates and vendor compliance policy details the requirements for partners and suppliers to uphold and respect human rights. Compliance to the Code, the relevant labour laws and human rights regulations applicable in their geographies of operation is a major part of associating with Airtel.

We have established committees / processes such as the Ombudsman process, Prevention of Sexual Harassment Committee, Audit / Risk committees to review progress and formulate strategies to address material issues pertaining to compliance, safety and a harassment-free workplace. We constantly keep our employees informed about these processes in order to provide them a medium to report any grievances.

No incidences of child labour, forced labour or discrimination were reported in FY 2018-19. 23 cases of sexual harassment were reported out of which allegations were substantiated in 19 cases. These were addressed through counselling, written warning or termination.

Principle 6

Protection of the Environment

Despite being a service industry, Airtel is conscious of the impact of its operations on the environment. Telecom industry's carbon footprint is likely to increase as developing markets continue to grow, network traffic increases, and companies move towards 5G. Airtel is taking preemptive efforts to address this through a wide range of initiatives aimed at increasing the usage of renewable energy sources and optimising energy consumption to be able to move towards cleaner operations and energy efficient networks.

Airtel is committed to operate and provide products and services in an environmentally responsible and sustainable manner. The Health, Safety and Environment (HSE) policy specifies its approach towards protection of the environment; and is applicable for all employees of the Company and its subsidiaries

During the reporting year, Airtel has undertaken various initiatives towards deployment of renewable energy solutions in network towers, installation of rooftop solar panels at Main Switching Centres (MSCs) and captive green energy generation through solar/wind energy. The Company has also entered into Open Access contracts for wheeling green sources of power, which is further helping us reduce our emissions.

Last year it implemented ISO 14001:2015 Environment Management System at all data centres to enhance their

environmental performance. Additionally, several initiatives have been taken in collaboration with its network infrastructure partners such as deployment of shared sites, conversion of Indoor base transceiver stations to outdoor and implementation of solar hybrid solutions. Besides this several initiatives have been taken in Airtel's facilities to reduce energy consumption such as use of energy efficient equipment, facility consolidation and optimum space utilisation and excess demand surrender. All of these initiatives have enabled the Company to reduce its diesel and electricity consumption as well as contribute in promoting a low carbon economy.

However, its greatest contribution to reducing and adapting to climate change undoubtedly comes from increased digitalisation, supported by a renewable network and solutions that are already responding to environmental challenges. Its services enable customers to reduce their carbon footprint and increase the resilience of the communities in which it operates. For instance, its IoT and B2B services designed to improve its customers' mobility and energy efficiency; and its cloud and video-conferencing services, prevent greenhouse gas emissions through reduction of fuel usage. Its energy efficient data centers, through hosting IT applications for other parties, are also enabling them to significantly avoid their carbon emissions.

Airtel has declared a war on waste and is taking concrete steps to reduce resource consumption and transition to more sustainable production through measures such as recycling of paper and E-waste, introduction of E-bills, take back & refurbishing of DTH set top boxes and tower sharing to save resources like steel, cement, concrete, zinc and land. The emissions or wastes generated by the Company during the reporting year are within the permissible limits given by Central Pollution Control Board (CPCB) and State Pollution Control Boards (SPCBs). As on March 31, 2019, there were no notices / cases received by the organization from pollution control boards.

Further details of the Company's environmental initiatives are available in the Natural Capital section of this report.

Principle 7

Responsible Policy Advocacy

Being one of the largest Telecommunication operators in India, Airtel assumes significant responsibility to contribute to the development of public policy, which would facilitate the transition to a more sustainable and equitable world. Airtel works closely with all industry associations and trade chambers to ensure its public policy positions complement and advance its objectives of social and environmental stewardship.

As an organization, it strives to shape policy that would drive digital inclusion, advance innovation, enhance competitiveness, promote green telecom, and spur economic growth to increase job opportunities. The policy agenda focuses on promoting last mile connectivity of network, affordable access to customers, digital literacy and transparency and awareness around EMF radiations.

Moreover, it deals with creating adaptability of internet, easing and automating subscriber acquisition, enhance the quality of service offerings, tariff regulations and environment protection among others. As these issues continue to be thoroughly scrutinised and deliberated upon by government bodies, they are likely to have a material impact on the lives of millions.

The Company generally conveys its policy positions through its membership with the Cellular Operators Association of India (COAI). Besides, it is also a member of apex industry associations engaged in policy advocacy such as the Confederation of Indian Industry (CII) and Federation of Indian Chambers of Commerce and Industry (FICCI). Internationally, Airtel is a member of the International Telecommunication Union (ITU) and GSM Association (GSMA).

Airtel believes in the need to balance the interests of diverse stakeholders and tries to influence policies that are in the best interests of customers and the community at large. Hence, it operates with the highest values of ethics, integrity, transparency and accountability in all its advocacy endeavours.

Principle 8

Support Inclusive Growth

Airtel believes that its organisational success and welfare of the communities are interdependent. It understands the importance of inclusive growth for developing the economy as a whole so that the Company's services can be accessed by all the customers, including customers at the Bottom of Pyramid (BOP). As India's leading telecommunication service provider, the Company is cognisant of this responsibility and has been taking continued efforts to ensure value creation and sustainable growth of communities.

Airtel has played a role in empowering millions across the country through its exhaustive suite of innovative services and products that help enhance the quality of lives. This has been possible through continued engagement with the communities and relentless efforts to expand the reach of our network. Through special products for rural customers based on health, education, financial inclusion and agriculture, Airtel is leveraging the power of ICT to drive development in rural communities. For instance, through its IFFCO Kisan Sanchar Limited (IKSL) mobile app, Airtel is empowering nearly four million farmers to improve their productivity and income through enhancing their knowledge on commodity prices, weather, agronomy and horticulture and government schemes.

Owing to that fact that internet accessibility can play a vital role in enhancing the socio-economic well-being of a society, Airtel is proactively supporting Indian government's flagship 'Digital India' initiative towards the pursuit of digital inclusion by promoting rural and last mile connectivity. With over 149.1 Mn mobile customers from rural market, Airtel serves India's largest rural mobile customer base. The rural and emerging markets constitute over 46% of its customer base.

The Company actively engages in philanthropic activities and encourages employees to volunteer for social causes and community outreach efforts. This reflects its desire to be a trusted partner for holistic development of the communities that it operates in. These initiatives are spearheaded by Bharti Foundation, the philanthropic arm of Bharti Enterprises as well as through its own telecom circles offices at the regional level. Through Bharti Foundation, the Company implements and supports programs in the fields of primary, secondary and higher education as well as sanitation.

Satya Bharti School Program, the flagship program of Bharti Foundation involves the communities towards operation of schools. The program aims to provide a platform for rural children which not only gives them access to quality education but also paves the way to a responsible life that is inspired by the principles of commitment, integrity and a desire to make a difference.

Further details about the initiatives undertaken by Bharti Foundation and by Airtel's regional circle offices are available in the CSR section of the Company's Capitalise Integrated Report.

During FY 2018-19, Airtel made significant contributions towards various philanthropic projects, which include:

₹94.78 Mn

To Bharti Foundation towards furtherance of its objectives.

₹400.87 Mn

Other contributions

Principle 9

Providing Customer Value

Customers are the cornerstone of our business and we believe in providing the best-in-class telecommunication products and services to them. One of the key themes and business priorities for the Company is 'Win with Customers'. Through its world-class network, innovative yet affordable services and an exceptional customer experience, the Company aims to win customers for life. The long-term strategic goal of the Company is to innovate and deliver a wide range of cost-effective, secure, timely, and customized services with the best technology. Over the last few years we have striven to improve the quality of network through increasing investment in strengthening our network infrastructure and enhancing spectrum efficiency. As a result, we have been able to significantly reduce service interruptions. In the reporting year, our average network interruption frequency was 0.004393 and average network interruption duration was 0.000012.

Innovation runs at the heart of Airtel. Leveraging latest technologies, strong R&D, and effective collaborations, Airtel comes up with innovative products and services each year to create an advanced way of living, for its customers. From enabling our customers through digitization and self-care, facilitating convenience through to providing affordable and value added ICT solutions, we are striving to innovate in every aspect of our

operations. Apart from telecom, we also provide innovative technology solutions that are based on basic life services such as health, education, financial inclusion and agriculture.

At Airtel, the Company believes its customers are also its business partners, helping to greatly improve and evolve the services it offers. Their ongoing feedback and inputs provide the greatest stimulus in improving its products, services and processes. Through an integrated end-to-end experience, improving its overall retail store experience and delivering impeccable voice and internet services, the Company strives to enhance customer experience and increase its customer retention. The Company has a dedicated Customer Experience team that actively seeks and responds to customer feedback and queries so as to be able to continuously improve upon its products, services and processes. Measuring customer satisfaction and loyalty is a key consideration for the Company. To do this, Airtel employs multiple tools such as the Net Promoter Score (NPS), social media mentions, feedback over call/point of sale, customer grievances, complaint management and exit surveys. Holistic tools such as the NPS enable it to gather feedback and capture the customers' perceptions.

Airtel believes in transparency and empowering users to manage their own Airtel products & services with ease. Airtel has consistently made efforts in this direction whether it is through our Open Network, enriched self-care or ever evolving powerful MyAirtel App. This year, Airtel has successfully implemented various initiatives to increase transparency for our customers and/or reduce the surprises arising due to bill shock during international roaming and lack of awareness about services. Airtel has been communicating mandatory usage information (as specified by the law) regarding enrolment and deactivation, tariff, usage, contact and grievance on its welcome kits, periodic bills, enrolment forms, booklets, websites and point of sales displays.

Airtel works closely with the industry, government, law enforcement and community organizations to help our customers understand and manage the risks associated with the online world. Airtel supports a range of government initiatives to raise awareness, and provide online education and guidance. Some of the measures undertaken in the last few years include:

1. Proactively filtering offensive content available online which is not compliant with the state laws
2. Upgrading technology constantly to reduce threat exposures
3. Associating with Law Enforcement Agencies (LEA) to support investigations by provision of customer information and complying with all requests as per regulatory norms.

In addition to this Airtel also takes prior consent of all customers at the time of acquisition on collection, transfer and disclosure of personal data. <https://www.airtel.in/forme/privacy-policy>. All subscribers have an option to opt out of usage of customer information for promotional purposes and they can readily opt out at any time through our website/application, at customer acquisition stage or through a single SMS.