



# A future- proofed business looking ahead confidently

On the back of strong investments and a sharp growth focus, we have achieved scale in each of our business segments with a total customer base of about 360 mn in India alone. With continuous investments, product innovation, convergence capabilities, digital tools and focus on customer experience, we have actually made these businesses future proofed to tap on massive upcoming opportunities.

Being India's largest integrated communications solutions provider, we have a strong presence in different segments including Mobile India Services, Homes Services, Digital TV Services and Airtel Business. In Mobile, we offer postpaid, pre-paid, roaming, internet and other value-added services to a customer base of 326 Mn. On the Homes side, our product offerings include high-speed broadband on copper and fiber and voice connectivity along with Direct-To-Home (DTH) platform offering

both standard and high definition (HD) digital TV services along with converged digital entertainment through Airtel Xstream Box. In Airtel Business, we are India's leading and most trusted provider of ICT services with a diverse portfolio of services to enterprises, governments, carriers and small and medium businesses.

## Competitively placed in Mobile

### Premiumisation Opportunity

Still ~350 Mn customers use feature phones. Opportunity to upgrade them to smartphone and data plans, leading to substantial ARPU expansion. Airtel continues to garner higher share of incremental 4G net adds in the market.

### Reduced Competitive Intensity: Gaining RMS

Massive consolidation in the industry over last few years reduced the competitive intensity with Airtel being well placed competitively. Company continues to gain revenue market share over the years, despite industry-wide turbulence.



### Under-penetrated Postpaid

Postpaid continues to be under-penetrated with only ~4% penetration which is quite low compared to other emerging economies. Reduction in pricing delta between prepaid and postpaid is creating opportunities to expand postpaid base going forward. Already #1 in postpaid.

### ARPU Opportunity

Despite few tariff interventions, the ARPU in the industry continues to stay among the lowest globally while the data and voice usage per customer continues to be among the highest. Thus, providing headroom for ARPU expansion.

## At the centre of Home Broadband market explosion

### Riding Low Penetration

The Home broadband market is exploding with increased demand and low penetration is driving growth. The category is expected to grow exponentially in this scenario and we are well poised to gain a significant share.

### Innovative Asset Light LCO Model

Expanded reach through innovative asset light local cable operator partnership model with an equal focus on own city model.



### Massively Expanding Reach

Expanded coverage to 847 cities vs 291 cities Y-o-Y; target to reach 40 mn home passes and 2,000 cities by FY 2024-25.

### Leveraging Convergence Strength

Initial opportunity to target 30 million of the 50 million high value homes that are already on our network either with a post-paid, DTH or Broadband; already launched Airtel Black to tap the convergence play; ARPA expansion with addition to incremental service to the customer.

## Dual opportunity in Airtel Business for rapid growth

### Airtel Business, a Jewel in the Overall Portfolio

Consistently delivering growth; portfolio comprises connectivity, CPaaS, IoT, cyber security, cloud and data centres; continued outperformance and market share expansion.

### Going Wide and Deep Strategically

Wide – to expand our presence in accounts where our market share is low; and Deep – to accelerate penetration of those parts of our portfolio where our customers have still not chosen us.



### Focus on Emerging Categories

B2B market changing dynamically with emerging categories (Data centre + NaaS+ IoT + security + CPaaS + cloud) now accelerating; expected to grow much faster than plain vanilla connectivity solutions (Mobility + Voice + Data).

### Playing on Strengths

Scaling adjacencies by leveraging access and relationships; creating preferred partnerships to offer bundled solutions to customers.