Created the digital superhighway of future growth

We built India's first commercial 4G network that made high speed mobile broadband a reality. Through our innovation prowess, we have continued to serve our customers in a better way by building the network infrastructure, improving applications and unlocking greater productivity. We are now ready to usher in the 5G era that offers myriad possibilities for the nation and elevates customer experience to another level.

In India, we have focused $46 Bn+ worth of investments in creating a massive digital highway. As a result, we have created a formidable presence on the ground in the form on towers, spectrum, fiber and data centre assets.

237,577
Network towers (India)

355k Rkms
Optic fibre network (India)

365k Rkms+
Global fiber

₹1,211 Bn
Spectrum investments (India)

12 large and 120+ edge data centers

7
Submarine cables

Digital Services
Industry-leading digital assets

Digital experience
One Customer. One Airtel. Omni Channel

Digital Infrastructure
$46Bn+ digital highway in India

In addition, these investments have translated into building our four key core telco strengths – data, payments, network and distribution – that enable a strong digital play. Building on these core strengths and backed by a robust infrastructure, we are enabling unique digital experiences for our customers while industry-leading leading digital assets.

Data integration on a common platform acting as a strong foundation

We are combining cutting-edge technologies such as data analytics and artificial intelligence to empower our digital workforce and support our differentiated digital services. We have already built these supportive muscles, which would have otherwise taken years to develop. For example, we have spent the past few years collating data onto one massive platform, which helps us respond to customer needs within milliseconds.

› We have a **data lake of about 360 million customers** that has taken us five years to build, clean, tag and capture

› Our system connects this data to **over 63,000 front-end engineers, call centre staff and salesmen** who are serving customers, enabling them to do predictive fault elimination

› We have a data science and **analytics team of 400** across two locations

Apart from providing top-notch support, these capabilities help us optimally use our infrastructure to improve and deliver a compelling experience for our customers at minimal cost. Innovating consistently to elevate the customer experience has always been an inalienable part of our customer obsession.