

Social and Relationship Capital



SDGs impacted



Goal 3
Good Health and Well-being



Goal 8
Decent Work and Economic Growth



Goal 12
Responsible Consumption and Production



Goal 4
Quality Education



Goal 9
Industry, Innovation and Infrastructure

The relationship that we hold with our stakeholders – including customers, suppliers and local communities is intrinsically linked to our commitment towards providing best products and differentiated services. As an organisation, we strive to create a social value leveraging on our innovative service offerings while maintaining ethical business operations.

We value the networks and associations built with our stakeholders and nurture strong relationships formed over the past decades. Right from providing best-in-class services to our existing customers to meeting the aspirations of the new-age ones, Airtel is enriching its social connect every day.

Future-ready enterprise for brilliant customer experience

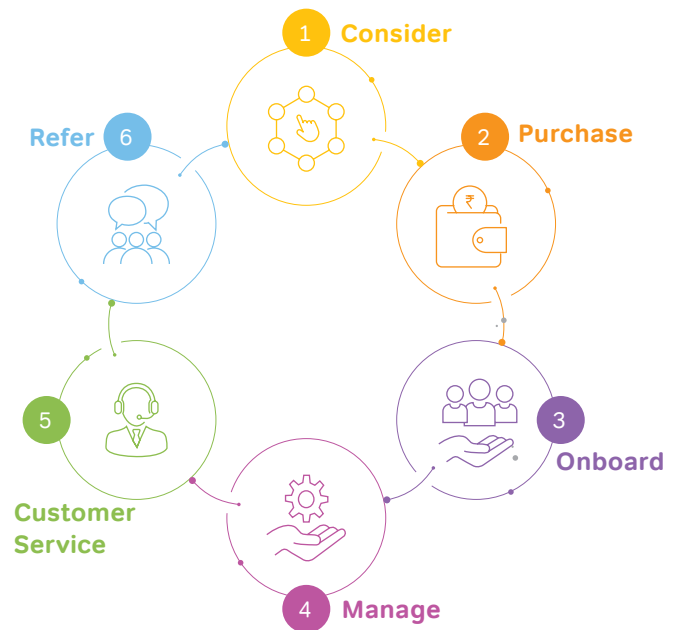
Customer service has been paramount since our inception, it has been our key differentiator, enabling us to acquire new customers and retaining old ones. We keep ourselves in tune with changing times and have taken conscious steps to improve overall customer experience through an integrated and end-to-end digital experience. We achieve this by offering customisable products and improving communication and transparency. From using social platforms to educating customers about products and services to providing proactive information, we undertake multiple initiatives to be more and more customer-centric in the digital age.

Over the years we have come out with multiple innovative products and services to deliver exceptional customer service, and have set the bar pretty high. Be it offering omni-channel experience, or initiatives like Airtel Black and Airtel Thanks, empowering the customers to question us or just being transparent about every news with them be it good or bad. We do all this by leveraging our digital in-house capabilities and multiple strong partnerships we have created over the years.



Transforming Customer Lifecycle Management

Airtel has adopted the flywheel model for driving enhanced customer experience across customer lifecycle



1. Consider

Ensuring an omni-channel presence where our customers can seamlessly engage with us across all Airtel channels – Thanks App, retail stores or contact centers

2. Purchase

Created a personalised payment journey for customers by ensuring availability of all payment modes

3. Onboard

Technology backed paperless Airtel Work digitises the field forces for a seamless customer onboarding

4. Manage

Empowering customers to conveniently manage their services and troubleshoot

5. Customer Service

Empowering our agents with one view of the customer, allowing to serve customers efficiently

6. Refer

Curating an experience where every customer is a fan of Airtel and is referring our service digitally

Airtel Black

Our all-in-one solution, Airtel Black has been designed to prioritise convenience and ease for customers while providing a host of exclusive benefits. The offering allows our customers to customise and combine two or more services for Fiber, DTH and mobile under a single bill, eliminating multiple due dates and payments for a seamless experience. In addition to this, Airtel Black customers have a single customer care number and a dedicated relationship team to resolve any grievances. Developed leveraging data science for the best-in class customer experience, it has enabled us to further improve our customer service model to better cater to customers and become more recognisable and dependable.



Honest and Transparent Communication

At Airtel, transparency and honesty have always been held in extremely high regard, we have reinforced our commitment to these values time and again. Outages are unforeseen and unpredictable and can occur even when we are using the best-in-class technology. We also from time to time need to take up maintenance work, although much of this is done at off-peak time in a constantly connected world the definition is fast blurring.

We are cognisant of the fact that network disruptions are probably one of the most stressful things to deal especially in today's world where a lot of people are working from home or have adopted a hybrid work model. We attempt to reduce such stressful situations by proactively sending customers messages for planned outages in case of network downtime or upgradation. We also send resolution messages in the event of an unplanned outage, such as bad weather conditions. Though, these messages don't reduce the disruption in our customers' lives, we believe these notifications help make it easier for customers to plan their work and inform their teams or managers of their unavailability.



Airtel Thanks

Perhaps what is equally time-consuming and annoying about dealing with connection disruptions is constantly following up with customer service on the problem and how soon it can be resolved. Our Airtel Thanks App with its vast set of features and benefits provides our customers a single platform for multiple solutions ranging from contactless payments via the e-wallet, mobile recharges, manage multiple Airtel connections, make UPI payments, claim rewards and much more all from one place. Apart from this, it also provides the customers an easy troubleshooting option without reaching out to the customer care executives. They can simply go on the App and figure out why their network may not be working and take steps to correct it at their end.



Open to Questions

As a part of our mission to deliver best-in-class experience to customers, we launched a first-of-its-kind campaign 'Open To Questions' in 2020, taking our customer obsession to the next level. The aim is to solve each customer question/query till we reach the often thought to be impossible number zero. The resolve is to try and address every single customer query, learn quickly from failures and ensure they are not repeated.





Customer Data Privacy Protection

Our commitment towards customer data privacy goes beyond legal compliance; we have implemented a privacy policy that aligns with the Information Technology Act, 2000 (‘hereinafter, “The IT Act”) and rules made thereunder including Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules 2011 (hereinafter, “The SPDI Rules”) and best practices of industry. It provides management direction and support to assure the privacy of personal information collected by Airtel. The policy ensures that collection, processing, retention, dissemination and destruction of personal information are in accordance with applicable laws and regulations. The said policy is applicable to all employees of Airtel across all operations, as well as third parties including suppliers, who have access to information of customers. The Policy is owned by the Chief Information Security Officer (CISO). It is approved by the Airtel Management Board and is embedded in the risk/compliance management system at Airtel.

Our Board level Risk Management Committee oversees the risk management framework with respect to data privacy and security related risks. The information security function within the Company is responsible for managing the information privacy across organisation. The Privacy Grievance Officer (PGO) is entrusted with the responsibility of addressing any privacy related grievances and complaints, undertaking investigation and assigning responsibility for their resolution.

Airtel strives to minimise the collection of customer information to only that which is essential for the purpose of providing the product or service. As per Airtel’s privacy



policy, customers are informed of any personal information collected and the purpose of collecting the information. Further, customers are apprised of the nature of information captured and how the information is protected. Airtel also periodically reviews the business necessity of collection of personal information to ensure that fields of information being requested are consistent and limited to those required for providing the product or service. We seek customer consent before collecting, processing, retaining and disclosing their data and information. Customers are informed about the process to be followed to exercise the choices available to them concerning their personal information.

Airtel has a third-party disclosure policy which outlines that information may be shared with the third parties on a need-to-know basis to execute business, post obtaining consent from the customer.

The information privacy control matrix and policy of Airtel are regularly updated to include the latest changes and ensure effective implementation of privacy controls. Further, we constantly deploy appropriate technology, processes, resources and infrastructure for timely implementation of privacy controls that comply with the latest laws and incorporate industry best practices. Moreover, to ensure compliance with the privacy policy, internal and external audits are undertaken, any identified gaps and non-conformities are addressed.

We are certified to global standards such as ISO 27001 and ISO 22301 to protect the privacy of personal information from unauthorised use, disclosure, modification, or misuse. Airtel's IT infrastructure and information security management systems are audited periodically by external auditors. Additionally, vulnerability assessments are undertaken to test and strengthen the resilience of the security systems.

All employees and temporary staff of Airtel and third parties are required to comply with the privacy policy. Non-compliance with the policy is dealt with as per the Code of Conduct. The Circle Information Security Council (CISC) recommends disciplinary actions against employees, partners or third parties involved in privacy breaches. Depending on the severity of the violation, it may even include termination of employees, change of third-party staff or termination of the contract with business partners. Airtel also provides regular training to all employees on data privacy, information security and cybersecurity to ensure adherence to internal controls for safeguarding customer data privacy. Information moving within and across the boundaries of Airtel is monitored in real-time; any non-compliance is immediately escalated and investigated. Notably, Airtel has not experienced any customer data privacy breaches in FY 2021-22. To boost awareness internally, we also conduct monthly awareness programs for our employees on Information security. The Information Security Steering Committee at Airtel establishes a Security Incidence Response Team, with representation from different businesses, to respond to any security incident. In case employees observe any suspicious security activity, they are also required to report at SIRT@airtel.com. To strengthen information security, cybersecurity and customer data leak prevention at Airtel, we have adopted:



Next-generation End Point Detection & Response (EDR) in place of traditional anti-virus solution.



Revamp of DLP solution and migrated from incumbent to new solution.

Airtel integrates data protection safeguards into product development. All products undergo application security assessment and compliance review at the development stage. Non-compliance of any third party/partner with the privacy practices followed at Airtel is escalated for disciplinary actions up to and including termination of the contract. We have also been offering cybersecurity services to B2B customers, under 'Airtel Secure' which includes security monitoring, which includes security monitoring through multi-layered safeguards for enterprises against threats.

Creating shared value for our channel partners

We have been engaging with rural entrepreneurs to create sustainable employment opportunities for them - we employed 368 people in our rural contact centers in this reporting year. We also have 4000+ rural distributors who in turn have employed 9000+ FSEs (feet-on-street executives), who take our offerings to market. In total, we have 18000+ FSEs across India who are exclusively associated with Airtel for prepaid distribution.

Airtel has implemented several digital interventions to enhance governance, efficiency and productivity of our distribution channels. We have introduced a geo-fencing solution in our Revenue application that allows our sales teams to track the market visits and camping activities of FSEs. An interesting feature, the Digital Ledger, has also been launched that helps retailers to effectively track their earnings and have a holistic view of all transactions carried out by them. To boost efficiency in sales and distribution segment, we have also enabled our upstream managers to monitor performances of our Rural Promoters on a near-real time basis.

To scale up business and increase distribution coverage, especially in emerging markets we have created a pool of distributors strengthening our distribution for prepaid mobility and DTH services in rural areas. Airtel has also launched exclusive stores managed by distributors in urban and rural markets.

Our Quality Management System adheres to highest standards. The framework guides our product and service distribution networks to comply with defined customer service quality standards. Our universe of channel partners adheres to established standards and service level expectations across the value chain. Regular customer service quality management workshops and training programmes are conducted for distributors, retailers and other channel partners, in addition to audits to ensure customer service quality.

Anmol Ratna Program for Distributors	<ul style="list-style-type: none"> Offering Group Personal Accident (GPA) insurance to distributors to ensure financial security to their families
Nav Ratna Program for Retailers	<ul style="list-style-type: none"> Offering insurance for the shops/outlets covering damage due to fire, natural calamity and burglary Certificates and gift hampers to recognise top performers
Airtel 'Young Achievers' Scholarship Program	<ul style="list-style-type: none"> Offering child education scholarship to recognise and encourage academically meritorious kids of our Distributors and Retailers
Yuva Ratna Program for FSEs	<ul style="list-style-type: none"> Providing GPA insurance cover to all our front-line heroes Covered Covid hospitalisation charges and offered Life Insurance policy covering deaths due to COVID-19

Driving e-Governance with Government

We have been partnering with state governments and regulatory bodies to provide our network offerings to support and strengthen their legacy systems. We have been at the forefront of all significant initiatives run by the Government of India and assisting smart cities to adopt ICT technologies and smart applications. For past two years, we have been working along with Government of Rajasthan as a Solution Partner, running the Network Bandwidth Connectivity across the state that forms backbone of video-conferencing services.

Additionally, we have offered an integrated Structured Wireless-Aware Network (SWAN) solution with MPLS bandwidth designed to connect state, district, block and tehsil headquarters. Airtel is the SWAN provider for six states and provides network and managed services for Government-to-Government and Government-to-citizen applications. This has ensured reliable, robust and secured communication corridor for the government. Airtel has also been on the forefront in launching and operating Crime and Criminal Tracking Networks and Systems (CCTNS) for the state police departments in eight states of the country.

Sustainably managed supply chain

Despite the complexities prevailing in the telecom sector supply chain, we, at Airtel, are committed towards establishing responsible business practices and create synergies with our partners. Our supply chain strategy is a crucial aspect that stimulates our efforts to meet the overall business objectives, which is to serve the customer better and stay ahead of competition. Our strategy hinges on collaboration with suppliers who can help us secure competitiveness by driving brilliant customer experience, while at the same time ensuring cost-efficiency and prudent risk management. Therefore, as part of this strategy, our top five priorities include:

- (1) partnering with suppliers who provide goods/services at supreme quality;
- (2) competitive cost;
- (3) short lead time;
- (4) strong focus on innovation; and
- (5) risk mitigation and agility to evolve with the dynamically changing customer needs.

We also focus on elements such as production capacity of the supplier, inventory management, scalability, reliability, low-cost sourcing and their geographical outreach. Setting clear priorities has allowed us to partner with suppliers who would enable us to function efficiently and responsibly and thereby, staying ahead of competition. In doing so, we consistently strive to maintain an efficient procurement process operating

under sound governance and ensure compliance to all applicable laws and regulations.

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New Suppliers empanelled in
FY 2021-22

~93%
% spent on procurement within
India during FY 2021-22

*Tier 1
**Critical Tier 1

Our Critical suppliers, by the virtue of goods/services they provide, have a significant impact on our competitive advantage and market success. These include suppliers supplying:

- > high value good and services
- > critical/core products and services

Therefore, these are suppliers providing network, IT equipment and other key services with overall individual expenditure greater than ₹100 Mn. In FY 2021-22, Airtel engaged with 2,911 Tier-1 suppliers, out of which 237 were critical suppliers. Of these, 218 suppliers have operations based in India.

Supplier Category	No. of Suppliers		No. of Critical Suppliers	Share (%) of Procurement Spent	
	India	Outside India		India	Outside India
Strategic partners	15	6	21	25	67
Network and Value-Added Services	690	5	69	36	0
Capital expenditure based	446	2	60	15	0
Others	1648	99	87	24	33

Note: Outside India our vendors are located in France, China, United States, Israel, Hong Kong, Ireland, Singapore, Netherlands, Luxembourg, Taiwan, Switzerland, Germany, South Korea, United Kingdom, Denmark, Canada, Egypt, Sweden, Lebanon, Australia, United Arab Emirates, Turkey and Vietnam.

Airtel has adopted a long-term approach towards managing and maintaining supplier relationships through a robust set of business procedures which guide supplier screening, selection and engagement. We encourage our suppliers to adhere to international sustainability standards such as ISO 14001, ISO 45001 and ISO 27001. Currently, more than 70% of our procurement comes from partners having at least one of these ISO. Furthermore, in FY 2020-21, we revised our Code of Conduct for Business Associates to strengthen the guidelines on protection of human rights in our value chain. The Code outlines a framework for all suppliers and partners, to uphold human rights and adopt practices consistent with applicable labour laws, ILO Convention and Modern Slavery Laws. All suppliers are required to adhere to the Code as well as to Airtel's Human Rights Policy as contractual obligation. To promote ESG practices in our value chain, we conduct training and awareness sessions for suppliers on ESG and NGRBC principles.

Supplier due diligence is undertaken through self-assessment on ESG parameters including processes to minimise environmental footprint and adverse impacts, employment and labour practices, health and safety practices, measures to protect human rights and adherence to modern slavery laws, measures to ensure ethical business conduct, Conflict Minerals requirements and measures to ensure Data Privacy and Information Security. For the reporting year, 79% of our partners were self-assessed, by procurement value.

Airtel is also undertaking supplier due diligence to assess human rights related risks in the supply chain. Additionally, we have implemented measures throughout procurement procedures, including in supplier contracts and invitations to tender, to ensure respect for human rights. Airtel promotes local procurement from India based suppliers which constituted 96.15% of total suppliers in FY 2021-22, accounting for approximately 93% of our procurement spent.

Growing with Our Business Partners

To strengthen our suppliers' competitiveness and support them, we have designed engagement plans that resulted into increased collaboration and retention of our suppliers:

- › Organising "Airtel Confluence" that provides a common platform for our key partners to interact with senior leadership, and applauding our partners who have helped Airtel becoming a leading global telecom player.



- › Below frameworks have been provided for Partners to raise queries/ grievances and reporting of breaches:
 - Partner helpline number and Query Management tool (QMT) for raising any operational queries
 - Ombuds process for reporting breach in Airtel's Code of Conduct and Human Rights Policy
- › Training guides provided to suppliers outlining the procedure for participation in Bidding, Supplier Code Creation and Submission of Invoices.
- › Automation and digitisation measures across partner engagement through our new Partner Portal, enabling Vendor Registration, account maintenance and ensure compliance to policies.

Uplifting the community

As a good corporate citizen, Airtel is cognisant that aligning social activities with our business purpose and values is crucial and influences economic growth. Thus, we have been actively undertaking community development initiatives towards realisation of a prosperous society by collaborating with diverse stakeholders.

Airtel has formulated a robust CSR Policy and framework that identifies key focus areas for community development and welfare activities.

Bharti Foundation, the Group's philanthropic arm is undertaking programs on behalf of Airtel and acting as a strong institutionalised body towards uplifting communities by supporting holistic education programs at multiple levels. The programs of Bharti Foundation are aligned with Sustainable Development Goals - Quality Education (Goal 4), Gender Equality (Goal 5), Clean Water and Sanitation (Goal 6) and Partnership for the Goals (Goal 17). The initiatives of Bharti Foundation are in synergy with National Programs and Government Missions which includes programs such as **Sarva Shiksha Abhiyan, Beti Bachao Beti Padhao, National Nutrition Mission and Swachh Bharat Abhiyan.**



7 Lakhs+

Students impacted since inception

13,900+

Schools impacted since inception

71,000+

Teachers impacted since inception

17,000+

Villages impacted since inception

2.5 Mn+

Community members impacted since inception

Partnerships with leading educational institutions including Indian Institute of Technology (IIT), Delhi, Plaksha University and Bharti Institute of Public Policy, ISB Mohali