

Intellectual Capital



SDGs Impacted



Material topics included

- Information security and customer data privacy
- Climate change, energy efficiency and emission reduction
- Enhancing customer experience and satisfaction
- Digital inclusion and enhanced access to ICT
- Innovation of products and services

Relationship with other capitals

- Financial
- Social and Relationship
- Human
- Manufactured

Our digital talent, technology-driven brand, strong three-layered digital foundation and strategic collaborations and partnerships with innovation-driven global players, form the key pillars of our Intellectual Capital.

Airtel: Customer-obsessed, technology-driven brand

With strategic investments, we have developed digital innovation capabilities as a core business strategy. We are a technology-driven Company that leverages cutting-edge solutions to provide a seamless and superior experience to our customers. From 5G network infrastructure to AI-powered chatbots, we use advanced technologies to deliver innovative products and services that meet the evolving needs of our customers. With a strong focus on research and development, we are constantly exploring new and emerging technologies to stay ahead of the curve and offer the latest and best solutions to our customers.

Strong digital foundation

Airtel at its core has a three-layered strong business model: Digital Infrastructure, Digital Experience and Digital Services. It allows us to continuously strengthen our service offerings and foster a culture of innovation, fortifying our position as a digital pioneer, and empowering individuals and businesses alike with secure and reliable digital solutions. Our major shift from product-based approach to a platform-based approach, coupled with our cutting-edge digital capabilities and customer-centric approach, is helping us build a seamless and interconnected digital ecosystem. We are developing four key platforms—Buy, Pay, Bill, Serve—with each playing a vital role in our digital flywheel, and inspiring individuals and businesses to embrace the endless possibilities.

▷ Read more in the 'Harnessing the Power of Digital' section on Page 76.

Driving innovation through the digital workforce

With an exceptional in-house digital talent, we have established ourselves as a digital-first company dedicated to serving Digital India. Our highly skilled workforce drives digital innovation. The digital talent base has increased by ~18% (from FY 2021-22).

Our Innovation Lab, a digital innovation factory, concentrates on areas such as IoT, Digital Engineering, Artificial Intelligence, and Machine Learning, delivering cutting-edge solutions to meet the evolving demands of Digital India.

2,700+
Digital talent base

Strategic partnerships and alliances

Our robust strategic partnerships, both with domestic and global players, have paved the way for an innovation revolution in the country. Strong strategic collaborations with industry leaders like Amazon, CISCO, Ericsson, Google, IBM, Intel, Meta, Microsoft, Netflix, Nokia, Oracle and Qualcomm, among others, have bolstered our capability to develop next-generation digital platforms, products, and services.

We are dedicated to supporting India's thriving startup ecosystem by offering the Startup Accelerator Program. Through funding, mentorship from our leadership team, and access to global strategic partners, the programme helps early-stage companies scale up sustainably. The programme provides startups with the opportunity to deploy their technologies and applications, leveraging our massive network and millions of customers. During FY 2022-23, we onboarded Lemnisk, a startup specialising in Real-Time Marketing Automation and a secure Customer Data Platform (CDP), in order to create the world's largest CDP platform.

▷ Read more about strategic partnerships and alliances during FY 2022-23 in the 'Management Discussion & Analysis' on Page 120.