

Harnessing the Power of Digital

We are changing the way people connect, communicate, and transact. Fuelled by a commitment to innovate and customer-centricity, Airtel is harnessing the power of platforms, ushering in a new era of digital products and services.

Our business is defined within the three-layered digital framework—Digital Infrastructure, Digital Experience, and Digital Services and Products. Airtel is creating a robust digital infrastructure highway to further strengthen service offerings and foster a culture of innovation, fortifying its position as a digital pioneer, and empowering individuals and businesses alike with secure and reliable digital solutions.

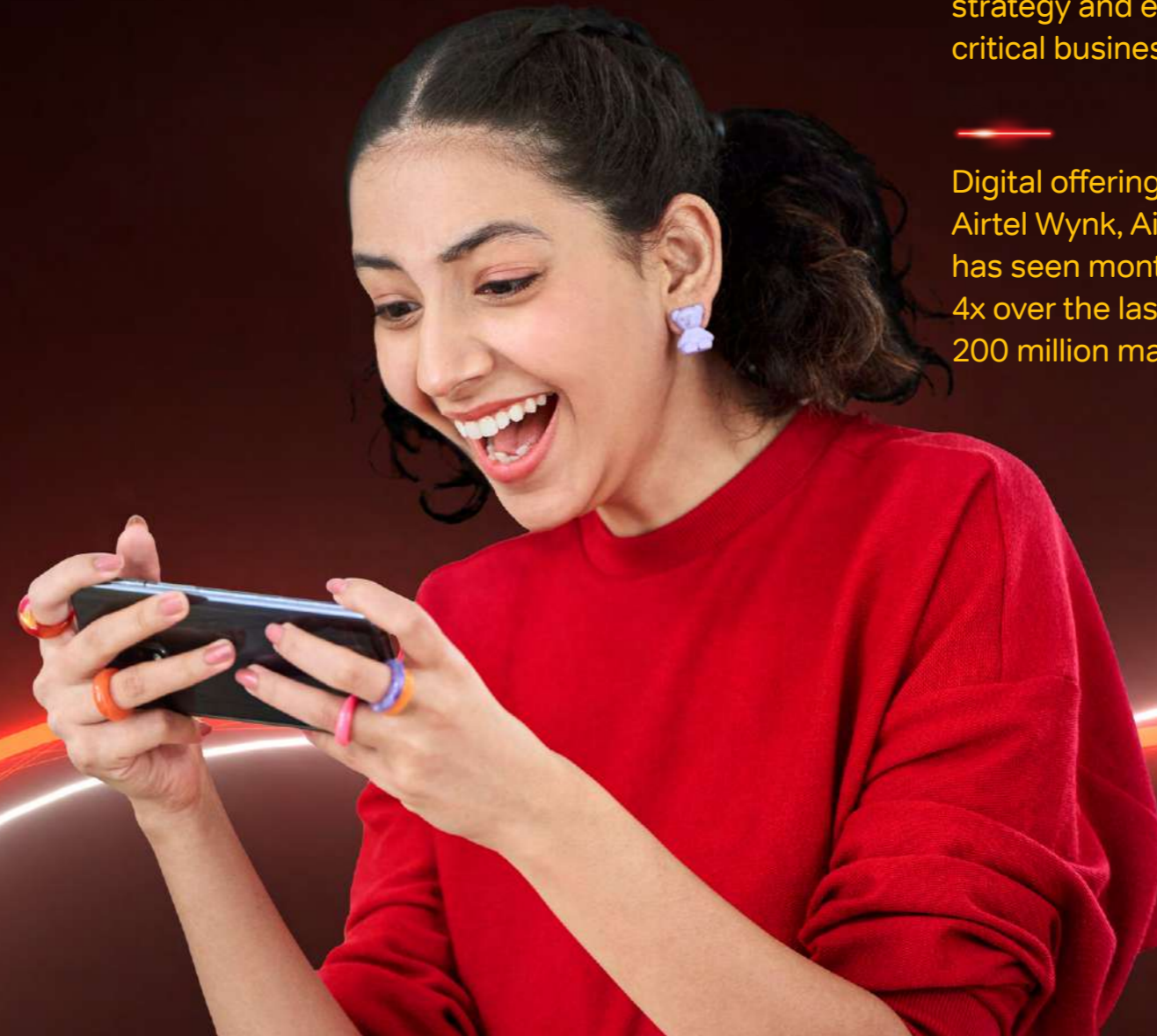
The Digital Infrastructure layer is our data platform, which ingests 800 plus data streams and processes 50 million per second data events. All of this augments our data pool and allow us to create new data enabled businesses like AdTech and Financial services. We do this while maintaining the privacy of our customers.

Leveraging our robust platform-based architecture, cutting-edge capabilities, and customer-centric approach, we are building a seamless and interconnected digital ecosystem. We are developing four key platforms – Buy, Pay, Bill, Serve – each will play a vital role in our digital flywheel, and inspire individuals and businesses to embrace its endless possibilities. This will enable search to refer seamlessly and we are already seeing success.

Today, an Airtel customer may buy their mobility service from us, choose to add broadband and DTH, enjoy video and music on our Wynk app and pay for these services using our payment platform. Furthermore, they can apply for credit cards and loans from our marketplace. Airtel Finance is the newest addition in our portfolio and is delivering strong results within a short span of time.

The platform approach is bringing the right velocity and quality with an autonomous way of working. It is helping us dovetail better with the business and product teams to achieve faster go-to-market, creating loyal customers, bridging the gap between strategy and execution, and achieving critical business objectives.

Digital offerings portfolio including Airtel Wynk, Airtel Thanks, and Xstream has seen monthly active users growing 4x over the last four years, crossing the 200 million mark.



Key Highlights for FY 2022-23

200 Mn+

Cumulative MAUs growing 4x over the last four years on Wynk, Airtel Thanks and Xstream

78 Mn+

Monthly active users (MAUs) on Wynk Music

~55 Mn+

MTUs of Airtel Payments Bank. Total customer base increased to ~164 million

2.4 Lakh

Annual run-rate of co-branded credit cards issuance

₹12 Bn+

Annual run-rate of lending through Airtel Finance