

Redefining Entertainment for Homes

We are redefining entertainment for our customers by bringing together the power of home broadband, Direct-to-Home (DTH) and digital services; to address the evolving content viewing habits of our customers. This is brought to life through the Airtel Xstream box, which allows customers to enjoy both digital content and linear TV channels in a seamless viewing experience. The experience is enhanced with single sign-on and universal search across all forms of content at home. Airtel Xstream offers over 700 linear TV channels and 20 OTT apps.



Key Highlights for FY 2022-23

18.3%*

All-time high CMS in home broadband

~1,200 cities

Expanded broadband reach in 350+ cities during last year

1.6 Mn

All-time high net customer additions in a year

OTT partnerships

SonyLIV, Lionsgate Play, Eros Now, Shemaroo, Hoichoi, Manorama Max

2 Mn+

Paid Xstream customers achieved in the first 100 days of launch, making it the fastest-growing OTT aggregation app

Digital TV

Airtel is the only DTH operator to offer just eight tariff plans across the country

*As per TRAI subscriber data as on March 2023

Airtel Xstream Fiber powers the digital content streaming for our customers. We are accelerating the rollout of home passes, penetrating deeper into existing cities and exploring new markets. Our distinctive partnership with Local Cable Operators (LCOs) is playing a pivotal role in expanding coverage while leveraging our expertise and existing feet-on-ground to reach the end customer. This is reflected in our highest-ever 1.6 million net customer additions and all-time high Customer Market Share (CMS) of 18.3% in FY 2022-23.

Converged entertainment is also the core of our re-defined DTH strategy which is focused on attracting and retaining quality customers. Simplified plans with greater transparency and improved experience is the focus for winning customers in rural markets.