

# CUSTOMER OBSESSED TECHNOLOGY DRIVEN



At Airtel, our vision for a connected, shared future lies at the convergence of our unbridled customer obsession and our relentless pursuit of technological innovation. It creates a symphony of unparalleled connectivity, convenience and experience while enhancing our competitive edge in a dynamic world.

Be it through our cutting-edge digital services and solutions, premiumisation strategy or extensive network infrastructure, we are winning together with our customers. This reflected in our all-time-high market shares across businesses, strong balance sheet and healthy operating cash generation.

We are committed to building a robust and extensive network infrastructure that supports seamless connectivity. We have deployed the globally recognised non-standalone network architecture to rapidly rollout our 5G services, ensuring exceptional coverage, lowest total cost of ownership and reduced environmental impact.

Our 'One Airtel' transport strategy has catalysed the fiber rollout planning and is bringing immense efficiencies. In FY 2022-23, we recorded the highest-ever network site additions, exponential fiber rollout and continued broadband BTS additions. We are harnessing the power of our robust platform-based architecture and state-of-the-art capabilities to construct a seamlessly interconnected digital ecosystem, which plays an instrumental role in propelling our digital flywheel forward.

We welcome you to experience the difference, as we build a sustainable future of connectivity together with our customers, powered by technology.