

Winning with Quality Customers

Our strategy is to premiumise our customer base by acquiring and locking in high-value homes. Airtel Black and Family plans play a critical role in bringing this strategy to life. These plans deliver the strength of our convergence, a differentiated service experience and best-in-class value to our customers. The success of these differentiated offerings have allowed us to strengthen our position in a highly competitive market.

Coupled with our strategy, our consistent efforts to expand and upgrade the 4G network and now the relentless rollout of 5G services are further attracting high-value customers, reflected in our strong net adds and market share wins.

We are committed to cover the entire country with our 5G network, alongside delivering the Platinum Airtel experience.

More than one-third of our high-value customers are locked in on the Airtel Black or Family plans and the base is growing rapidly.



Key Highlights for FY 2022-23

36.5%+ RMS*

All-time high mobile revenue market share

3,500+ cities/towns

5G rollout in less than eight months of launch

#1

In post-paid

Airtel World Pass

Redefined international roaming experience with One Pack for travel across 184 countries

23 Mn+

4G customer additions

* As per TRAI AGR data for Q4 FY 2022-23