Forging a Best-In-Class Digital Suite

With digital at its core, Airtel's business model thrives on three foundational layers – Digital infrastructure, Digital experience, and Digital services. We are building massive data infrastructure to scale and utilise the power of platforms to deliver differentiated digital products and services. Airtel aims to leverage its strength in data to build innovative GenAI applications. Today, we have 30+ use cases of AI and ML.

Our digital experience layer is delivered omnichannel and across customer journeys: Buy, Bill, Pay, and Serve, which enables consistent, intuitive interactions across channels. This platform approach delivers the desired agility and quality in our operations.

Digital platforms power our offerings like Airtel Cloud, IoT, Airtel Finance, Nxtra, Airtel Payments Bank, Airtel IQ, one of the leading CPaaS players in India.

Most of the digital platforms are built in-house by our team comprising data engineers, data product specialists, and data scientists. These platforms are built with a modular approach and are now getting rolled out in our Africa operations.

With a vision to drive innovation across various industry verticals, we are collaborating with distinguished industry leaders such as Microsoft, Intel, Google, Meta, Scale AI, and many more.

Highlights

100 Peta Bytes+
Data stored on one massive platform

1 Trn+
Transactions a day on our in-house built and operated private cloud

30+
Use cases of AI and ML

220 Mn MAU
On Airtel Thanks, Wynk and Xstream

₹26 Bn+
Loans disbursed through Airtel Finance