

Quarterly Strategic Progress

Reaching New Horizons

Q1

Digital Innovations and Customer Delight

- Airtel Xstream offers content from 20 OTT platforms on a single log-in at one price making it the largest bouquet of OTT platforms
- Airtel Business, achieved industry milestone by becoming the first ICT service provider in the country to connect over 20 million devices through its IoT solutions
- Airtel announced the launch of Airtel IQ Reach, a first-of-its kind self-serve marketing communication platform, which will enable brands/companies to drive targeted customer engagements through personalised communications
- Set up an international roaming kiosk at the departure terminal of Indira Gandhi International Airport. Refreshed its International Roaming Plan to ₹133/day at the starting point, making it more economical than the local SIMs of most countries

Strategic Alliances and Partnerships

- Airtel entered into a strategic partnership with Bridgepointe Technologies. It will leverage its own established foothold in the data center market and add Airtel's products and services including global connectivity solutions as part of its portfolio offerings
- Airtel Business won a Cloud and CDN mandate from the Digital India Corporation to power DIKSHA (Digital Infrastructure for Knowledge Sharing), India's largest platform for open education digital content
- To power 300,000 Matter bikes, partnered with technology-led innovation start-up – Matter Motor Works, to deploy its Airtel IoT solution in Matter AERA, India's first and only geared electric motorbike



Q2

5G Roll out

- Airtel touched the milestone of 50 million unique 5G customers on its network within one year of launching the service. Airtel 5G Plus is available across all 28 states and eight union territories
- Airtel Xstream AirFiber, India's 1st wireless home Wi-Fi service powered by 5G Plus available to consumers in Delhi and Mumbai

Digital Innovations and Customer Delight

- Wynk Music partnered with Dolby Laboratories to introduce Dolby Atmos on its app, enabling users to enjoy an enhanced immersive audio experience at no extra cost
- Wynk Studio scored a milestone as it won the music distribution rights to Kay Kay Menon starrer 'Love All'. It also distributed independent singles like "Love Token" from Manj Musik and Anusha Dandekar, "Billo" from Vishal Dadlani and Nikhita Gandhi's single "Pyaar mein Pagal"

Financial Efficiency

- Paid ₹80,249 million to DoT towards part prepayment of deferred liabilities pertaining to spectrum acquired in 2015



Quarterly Strategic Progress

Q3

Digital Innovations and Customer Delight

- Airtel Business partnered with IntelliSmart Infrastructure Private Limited for powering up 20 million smart meters and offer end-to-end IoT solution for smart metering, including Cloud, Head End System and Analytics
- Airtel introduced Airtel IQ for Microsoft Teams - a network-integrated telecom solution for organisations to enable phone calling
- Launched India's first integrated omnichannel cloud platform for CCaaS. Airtel combined VaaS and cloud connectivity to enable enterprises to reduce their capital and time investments to source voice, cloud and software separately from multiple vendors
- Airtel Business launched "Airtel Advantage", a first-of-its kind, fully-automated digital platform for global interconnect solutions
- Wynk Music unveiled its Wynk Rewind 2023, announcing the top artists, albums and songs to have ruled the Indian music scene
- Airtel, in partnership with Ericsson successfully tested India's first Reduced Capability (RedCap) technology on its 5G network. RedCap solution helps bring down complexity and extend the battery life of devices while delivering higher data speeds
- Nxtra released its maiden Corporate Sustainability Report. The FY 2023 report was prepared with reference to the Global Reporting Initiative Standards 2021 and outlines Nxtra's contributions towards the United Nations Sustainable Development Goals
- Airtel Xstream Play achieved 5 million paid customers milestone, further cementing its position as India's fastest-growing OTT aggregator



Q4

Digital Innovations and Customer Delight

- Airtel Business, will power over 20 million smart meters for Adani Energy Solutions Limited (AESL). The solution will also come powered with 'Airtel IoT Hub,' which enables smart meter tracking and monitoring that empower customers
- Airtel integrated in-flight roaming and introduced plans for both its prepaid and postpaid customers
- Airtel in partnership with IDEMIA Secure Transactions, switched from virgin plastic to recycled PVC SIM cards, an industry first in India. With this migration, the generation of over 165 tonnes of virgin plastic will be limited, which will further reduce the generation of over 690 tonnes of CO₂ equivalent in one year
- In partnership with Ericsson, Airtel successfully demonstrated mm Wave 5G functionality on its network. Peak speeds of 4.7Gbps were achieved during the testing
- Nxtra, signed a power-wheeling agreement with Ampln and Amplus Energy to procure an additional 140,208 MWh of renewable energy. With this, Nxtra enhanced its existing commitment of reducing its carbon footprint annually by 100,389 tCO₂e. This is in addition to Nxtra's multiple other interventions to reduce absolute scope 1 and 2 greenhouse gas emissions by 100% by FY2031
- Airtel launched a high-decibel 360° campaign for Airtel Xstream Fiber. With emphasis on home entertainment, it is adopted in multiple languages to ensure that it resonates with viewers across the country

Strategic Alliances and Partnerships

In January 2024, Airtel acquired 97.1% stake in Beetel Teletech along with its 49% stake in Dixon Electro appliances Private Limited enabling indigenisation initiatives in line with the Government's policy of 'Make in India'.

Financial Efficiency

Paid high cost debt of ₹83,253 million in January, 2024 thereby making the total payment of ₹163,502 million in the financial year to the Department of Telecom towards part prepayment of deferred liabilities pertaining to spectrum acquired in 2015 auction.