

Redefining Connectivity



A simple and clear strategy to keep the customers at the forefront enables us to win them for life. We offer bundled solutions and exceptional experiences to attract and retain customers on our network. We strive to understand customer needs and offer them the best-suited solutions at competitive prices.

Airtel Black, through family plans and converged offerings, brings together families, facilitating a seamless and integrated experience, and provides the opportunity to serve them with multiple services. It allows customers to combine postpaid, broadband, and Digital TV (DTH) services under one bill, enabling a simplified experience and enhanced convenience. We have revolutionised connectivity for international roamers with affordable plans for travel across 184 countries and in-flight connectivity, eliminating boundaries for connectivity and enriched customer experience at economical pricing.

We are revitalising our go-to-market strategy with extensive use of data science and empowering front-end employees with digital tools. We have over 72 million 5G customers, proliferating and experiencing the ultrafast, reliable, and secure connectivity of Airtel 5G Plus across India. 5G handset penetration continues to grow with the expansion of our 5G coverage. Strong traction is visible in 4G customer additions and revenue market share gains, benefiting from strategic rural expansion.

Highlights

72 Mn+
5G customers

~29 Mn
4G/5G customers added in FY 2023-24

~2x
Rise in postpaid net adds

₹16
Added to Mobile ARPU in last fiscal