

Reimagining Home Entertainment



Airtel stands at the convergence of connectivity and entertainment with mobility, home broadband and direct-to-home (Digital TV) offerings. These platforms are powered with Airtel Xstream Play, leading OTT aggregator in the country. It enables seamless experience with single sign-on for customers across the screens.

We continue to strengthen content partnerships and make Xstream as the mainstay, with over 22 OTT apps on a single platform to cater to diverse content preferences of our customers. The addition of 'Sun NXT' and 'aha' add power to our regional content offerings. We also launched India's first anime entertainment channel with Anime Booth.

We are making significant investments towards accelerated home-pass rollout to expand our reach to deliver FTTH offering. We launched fixed wireless access (FWA) in select cities with a plan for a nationwide rollout during FY 2024-25. Our asset-light approach through partnerships with local cable

operators (LCO) is augmenting the pace of home-pass rollout and customer additions.

With comprehensive efforts to understand market-specific customer needs, we redefined Digital TV strategy, simplifying content choices for customers to choose from just three plans. We saw a remarkable outcome from this strategy, outperforming industry with a healthy net customer additions.

With a 23,000+ strong team of Home Delivery Operations (HDOs) and DTH partners, we ensure personalised assistance and support to customers.

Highlights

6.9 Mn

Fiber home passes added

~35%

Broadband customer additions on Airtel Black

22+

OTT apps for diverse content needs of customers

5 Mn+

Paid customers on Xstream Play

201k

Only DTH operator to deliver net customer adds

56%

Growth in Airtel Black customer base