

# REIMAGINING THROUGH PLATFORM-LED DIGITAL INNOVATION

Airtel's digital transformation is powered by a platform-first mindset: built in-house, designed for scale, speed and customer obsession. At its heart is a radical reset of how we use data and technology to serve customers better and faster.

Our AI-driven strategy drives personalisation, productivity, lifecycle management and go-to-market effectiveness. From smarter customer interactions to SPAM protection, our digital solutions are shaping intelligent, contextual experiences. Our AI-powered, India's first, SPAM tool has identified over 26 billion calls, showcasing our innovation at scale.

Our Converged Data Engine (CDE), a full-stack, SaaS-based platform, powers all telco functions and being scaled to Africa. CDE also integrates seamlessly with Airtel

IQ, enabling advanced CPaaS use cases such as cloud telephony, click-to-call and conversational messaging across customer touchpoints. With integrated Customer Life-cycle Management and real-time analytics, CDE is becoming a cornerstone of operational excellence.

Our AI based workforce management platform today is used to manage our employee and partner field force, to automate and drive productivity while ensuring higher Quality of service - be it sales teams, service and delivery organisations.

Our digital ecosystem is expanding rapidly. Airtel Payments Bank and Airtel Finance are delivering inclusive and innovative financial solutions to our customers. Our platforms, Thanks and Xstream, serve 165 million active users, driving engagement and loyalty.

**2,840+**  
Digital talent base

**60+**  
AI and Gen-AI use cases under works

**165 Mn**  
MAU on Airtel Thanks and Xstream

**₹50 Bn+**  
Loans disbursed by Airtel Finance till March 2025

**₹4,140 Bn+**  
Annualised GMV on Airtel Payments Bank



01

Overview  
and Performance

02

03

04