

Quarterly Strategic Progress

Forging Ahead

Q1

Digital Innovations and Customer Delight

- Revised our mobile tariffs effective July 3, 2024. Implemented a modest price increase of less than 70 paise per day on entry-level plans to alleviate the burden on budget-conscious consumers.
- Launched affordable international roaming packs, which include access to 184 countries with tariffs starting at only ₹133/day, providing affordability at par with local SIMs.
- Expanded network access across Leh and Ladakh, offering connectivity in 40+ zones within Ladakh, including high mountain passes like Chang La and Khardung La.
- Nxtra joined the RE100 initiative and committed to sourcing 100% renewable electricity, underscoring its commitment to achieve the Net Zero target by 2031.
- Renewed spectrum expiring in 2024 along with additional spectrum purchase to bolster our sub-GHz and mid-band holding across key circles.
- Airtel Xstream Play partnered with Sun NXT to offer 50,000+ hours of content across a wide variety of languages.

Strategic Alliances and Partnerships

- Inked a long-term partnership with Google Cloud to provide advanced cloud and AI/ML solutions to over 2,000 enterprises and one million businesses in India, combining individual strengths in connectivity and AI technology to create industry-leading solutions trained on our extensive data sets.

Financial Efficiency

- Prepaid ₹7,904 crores to the Department of Telecom (Government of India), fully settling the deferred liabilities of the 2012 and 2015 spectrum auctions.



Q2

Digital Innovations and Customer Delight

- Launched India's first network-based, AI-powered SPAM detection solution to tackle spam calls and messages for our customers.
- Launched a fixed deposits marketplace under our digital arm, Airtel Finance, with attractive interest rates of up to 9.1% per annum.
- Airtel's Wi-Fi services went live across the country, foraying into new locations such as Leh and Ladakh and offering customers high-speed, reliable internet and access to over 20 OTT services and over 350 TV channels.
- Completed the deployment of the additional spectrum acquired in July 2024 in Rajasthan, Assam and the Northeast, Bihar, Jharkhand, Chandigarh, Punjab and Kolkata to enhance data speeds and provide significantly better coverage inside homes and buildings in urban and rural areas.
- Airtel Digital TV joined hands with Amazon Prime to offer live TV and Prime Lite benefits as part of our new Ultimate and Amazon Prime Lite plan.
- Launched our network in Phobrang village along the Indo-China border, becoming the first to deliver connectivity there to over 2,000 households.
- Started re-farming our existing mid-band spectrum to accommodate the growing traffic demand on our 5G network and enable customers to enjoy enhanced browsing speeds and improved indoor coverage.

- Seamlessly piloted the switch from SA to NSA on our 5G network in a select few circles to accommodate growing demand in the future.
- Along with Nokia, we completed the 5G NSA Cloud RAN trial to deliver superior customer experience using high-performing networks.
- In collaboration with MediaTek and Nokia, we completed the trials to efficiently combine TDD and FDD mid-band spectrum on a time-bound basis by utilising the latest generation chipset and achieving the highest uplink speed on the 5G network with Advanced Uplink Functionality.

Strategic Alliances and Partnerships

- Partnered with Apple for new exclusive offers for Apple TV+ and Apple Music, with Apple TV+ coming bundled with Airtel Wi-Fi and postpaid plans, while Wynk premium users benefited from Apple Music offers.
- In partnership with Cisco, we launched Software-Defined Branch (SD-Branch) which is an end-to-end managed cloud-based network solution for enterprises.
- Airtel Business signed an agreement with Sparkle, the first international service provider in Italy, for additional capacity on a diversified, low-latency route between Asia and Europe.

Financial Efficiency

- Prepaid ₹8,465 crores to the Department of Telecom (Government of India) against spectrum acquired in 2016.

Quarterly Strategic Progress

Q3

Digital Innovations and Customer Delight

- Deployed 15 mobile towers, in partnership with the Indian Army, in North Kashmir along the Line of Control.
- Launched our network in Daulat Beg Oldie, becoming the sole private telecom provider to offer services at 16,700 ft above sea level.
- Teamed up with ZEE5 to offer premium digital content free with Wi-Fi plans starting at ₹699, enhancing our vast portfolio of 350+ TV channels and 27 OTT platforms.
- Nxtra became the first data centre in India to leverage AI for predictive maintenance and energy efficiency, with planned extensions across core data centres, beginning with Chennai.
- Became the first to provide uninterrupted 5G across the 10 new stations of Line 3 of the Mumbai Metro and connectivity across Pune Metro's North-South corridor.
- Completed the deployment of the newly acquired spectrum in July 2024, enhancing data speeds and providing significantly better coverage inside homes and buildings in urban and rural areas.
- Partnered with Glance for the launch of the latter's pioneering feature – Glance TV that transform idle, ambient TV screens into dynamic AI-powered smart surfaces.

Strategic Alliances and Partnerships

- Offered Nokia and Ericsson multi-billion dollar deals to deploy 4G and 5G products and solutions across key Indian cities and states to enhance our network capacity and coverage.
- Airtel Business partnered with Kia India for the latter's Kia Connect 2.0 platform, enabling real-time, secure connectivity across all its connected car variants.
- Airtel Business partnered with Zscaler to launch 'Airtel Secure Digital Internet', India's first fully-managed Zero Trust Architecture-based solution to protect enterprises from a wide range of cyber threats.
- Airtel Business partnered with Fortinet to launch Airtel Secure Internet – a new-age internet security solution offering a robust and fully managed defence against cyber threats.
- Airtel Business partnered with Vonage to launch Airtel IQ Business Connect – a customised multi-channel unified communications application for consistent customer engagement.
- Partnered with Nokia to launch Green 5G, an initiative to enhance energy efficiency that is estimated to bring down our carbon emissions by an estimated 143,413 MTCO₂e annually.

Financial Efficiency

- Prepaid ₹3,626 crores to the Department of Telecom (Government of India), clearing all liabilities for spectrum acquired in 2016.

Q4

Digital Innovations and Customer Delight

- Launched IPTV services across 2,000 cities in India, offering customers the large screen viewing experience across an extensive library of on-demand content from 29 prominent streaming apps, 600 popular television channels and Wi-Fi service.
- Ensured seamless connectivity for our customers who gathered in Prayagraj for the Maha Kumbh Mela 2025 by laying down fiber and installing additional sites and cell-on-wheels (COW).
- Landed the new SEA-ME-WE-6, a 21,700 Rkm submarine cable system that will connect India to Singapore and France (Marseille), crossing Egypt through terrestrial cables.
- Landed the 2Africa Pearls cable in the country, connecting India to Africa and Europe via the Middle East.

Strategic Alliances and Partnerships

- Signed an agreement with SpaceX to bring Starlink's high-speed internet services to customers in India, marking our foray into satellite communication to complement our ground network infrastructure.
- Partnered with Bajaj Finance to create a platform to transform last-mile delivery of financial services by utilising our omnichannel capabilities and Bajaj Finance's diversified suite of products and massive distribution network.

- Awarded a contract to Nokia and Qualcomm to expand 5G FWA and Wi-Fi solutions to facilitate high-speed internet access to millions across India.
- Partnered with Ericsson and the Volvo Group for research to explore the potential of extended reality (XR), digital twin technologies and AI in the manufacturing sector.
- Strengthened our longstanding partnership with Ericsson through a new collaboration to deploy their secure, high-performing 5G core network offerings and enable Airtel to seamlessly transition to a commercially live, full-scale 5G standalone network over time.
- Entered into a strategic partnership with Apple to bring the highly acclaimed Apple TV+ streaming services and Apple Music to our customers, providing exclusive access to premium content.

Financial Efficiency

- Prepaid an additional ₹5,985 crores, along with our subsidiary - Bharti Hexacom Ltd., to the Department of Telecom (Government of India), fully settling the deferred liabilities of the 2024 spectrum auctions.

