Stakeholder Engagement and Materiality Assessment

Understanding and Valuing Stakeholder Interests

We believe in regular and meaningful interactions with our stakeholders that enable us to understand evolving needs, mitigate risks and capitalise on emerging opportunities. Our engagement framework describes a process for interacting and collaborating with our stakeholders and it is implemented across various functions within the organisation.

Airtel's Stakeholder Engagement Framework

The stakeholder engagement procedure is designed to encourage consistent interactions and build positive ties. It starts with the identification, assessment and ranking of stakeholder groups.

01

Stakeholder Identification

We strategically base our stakeholder identification on understanding the groups that are both impacted by Airtel and have an influence on our value creation

02

Stakeholder Engagement

We have formalised stakeholder engagement approach to connect with all our stakeholders, considering their importance and impact

03

Understanding Stakeholder Concerns

Our effective stakeholder engagement allows them to voice concerns about our business. We then prioritise addressing each concern raised through this process in a timely and dedicated manner

04

Develop Strategic Responses

We create action plans to align our business activities with stakeholder expectations

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The primary focus of our framework is to

- Facilitate our ability to understand stakeholder concerns and interests and incorporate them into processes and activities
- Improve communication and engagement with our stakeholders, including enhancing the clarity, accessibility, relevance and timeliness
- Continue enhancing stakeholders' trust and confidence in our processes, decisions and activities

Stakeholder Engagement and Outcomes

Customers

Value proposition
- Service quality
- Data protection
- Innovation through strategy and technology

How we engage with them
- Airtel stores and contact centres across operational cities
- E-mail, SMS communication and Company website
- Social media handles & chatbots
- Airtel Thanks app

Capital linkage

Why are they important to us
- Revenue growth
- Prioritise goals and streamline processes
- Demand-led innovation

Key material topics
- Network quality, expansion and transformation
- Innovation of products and services
- Information security and customer data privacy
- Enhancing customer experience and satisfaction
- Resource efficiency and waste management
- Fair marketing and advertising

Investors

Value proposition
- Return on investment
- Short-term and long-term financial viability
- Risk management

How we engage with them
- Annual General Meeting
- Electronic correspondence
- Press briefings
- Analyst meet
- Earning calls
- Periodic communications/e-mailers
- Shareholders' satisfaction survey
- Investor conferences

Capital linkage

Why are they important to us
- Prudent and adequate investments
- Funding and financial investment

Key material topics
- Corporate governance and business ethics
- Climate change, energy efficiency and emission reduction
- Innovation of products and services
- Regulatory compliance

01
Overview and Performance

02

03

04

Stakeholder Engagement and Materiality Assessment

Suppliers

Value proposition
- Fair trade practices
- Protecting interests and providing opportunities to minority suppliers
- Sustainable supply chain
- Operations without barrier

How we engage with them
- Electronic correspondence
- Partner portal
- Company website
- Annual conference
- Meetings/Governance/Review
- Sustainability session

Capital linkage

Why are they important to us
- New developments and innovation
- Competitive stay ahead based on quality, technology and pricing

Key material topics
- Sustainable supply chain management
- Green ICT solutions
- Innovation of products and services
- Promoting human rights
- Regulatory compliance

Employees

Value proposition
- Performance review and feedback
- Training and development
- Health & safety and well-being

How we engage with them
- Annual employee surveys
- Amber (Employee Engagement Tool)
- Skip level meetings
- Regular employee communication forums
- Corporate intranet portal

Capital linkage

Why are they important to us
- Drivers to achieve the company targets
- Right talent gives us a competitive advantage
- Satisfied and engaged employees mean a productive workforce

Key material topics
- Employee health and well-being
- Talent attraction and human capital development
- Diversity and inclusion
- Innovation of products and services
- Promoting human rights

Channel Partners

Value proposition
- Skill development
- Capacity building
- Promoting innovation of products and services

How we engage with them
- Superior commission and reward scheme
- Sustained marketing support
- Extensive product portfolio

Capital linkage

Why are they important to us
- Boosting productivity
- Lead generation
- Company ambassadors
- Increased loyalty and engagement

Key material topics
- Sustainable supply chain management
- Network quality, expansion and transformation
- Enhancing customer experience and satisfaction

Network Partners

Value proposition
- User satisfaction and productivity
- Enhancing and expanding network quality
- Optimising energy efficiency

How we engage with them
- Online portal
- Training modules and partner documents
- Face-to-face interactions

Capital linkage

Why are they important to us
- Increase reach of service
- Revenue growth
- Improving environmental footprint
- Addressing social issues

Key material topics
- Network quality, expansion and transformation
- Climate change, energy efficiency and emission reduction
- Sustainable supply chain management

Regulatory Bodies

Value proposition
- Formulation of policies and procedures that shape the present and future of business, promoting growth and development

How we engage with them
- Face-to-face and electronic correspondence
- Public policy and advocacy
- Making representations whenever needed

Capital linkage

Why are they important to us
- Licensing and permission
- Sector sustainability
- To ensure smooth operation of the Company, we need to abide to various regulations

Key material topics
- Corporate governance, business and ethics
- Regulatory compliance
- Information security and customer data privacy

Community/NGOs

Value proposition
- Transform the lives of children and youth through education
- Improving sanitation conditions and awareness about health and hygiene among community
- Promoting employment of local youth as teachers, e-learning as well as community awareness on girl child's education

How we engage with them
- Field-visits and volunteering work including e-volunteering
- Reviewing programme achievements and impact/outcomes
- Direct stakeholder consultation

Capital linkage

Why are they important to us
- To create long-lasting value for societies
- To partner with the government, educational institutions and local communities to help address key challenges

Key material topics
- Corporate citizenship and community development
- Regulatory compliance
- Digital inclusion and enhanced access to ICT

01

Overview and Performance

02

03

04

Stakeholder Engagement and Materiality Assessment

Materiality Assessment

We identify material topics through engagement with various stakeholders. This year, we reviewed our materiality assessment to determine and prioritise the sustainability topics most relevant to our business and internal & external stakeholders. These topics are critical for recognising sustainability-related impacts, risks and opportunities, guiding strategic initiatives and shaping our reporting and disclosure efforts.

We review our materiality assessment every two to three years to ensure a thorough understanding of factors that could significantly impact our long-term value creation. A comprehensive assessment was carried out in accordance with GRI Standards and ISO 26000 and guided by the AA1000 AccountAbility Principles (2018).

MATERIALITY ASSESSMENT PROCESS

01

Identification of Potential Material Topics

We conducted a comprehensive review to identify material topics relevant to Airtel. This included reviewing current and emerging telecom trends, risks and priorities as well as peer practices of Indian and global telecom companies, to identify sector-specific sustainability topics.

02

Stakeholder Consultation

Following the identification of potential material topics, stakeholders were consulted to obtain insightful feedback.

Internal stakeholder consultation

We understood top management's vision on business goals and emerging risks for Airtel, determined how sustainability topics feature in the organisation's risk radar across departments and incorporated their perceptions of important material topics into the materiality assessment.

External stakeholder consultation

We understood stakeholders' key concerns and expectations, gauged their satisfaction in engaging with Airtel and incorporated their perceptions of important material topics into the materiality assessment.

03

Prioritisation of Material Topics

After an in-depth analysis of the results of the stakeholder consultation, we developed the final list of material topics. Management perspectives were then used to categorise these material topics by their level of priority: critical, high or moderate.

04

Development of Materiality Matrix

We aggregated survey results to identify stakeholders' areas of concern to prioritise material topics. We also gathered insights from stakeholder engagements, analysed them and synthesised them with findings from the desk review to develop the materiality matrix.

Material topics

The materiality assessment identifies key risks and opportunities across all management levels. These topics evolve with changes in the external environment and stakeholder expectations. Airtel's senior management initially reviews the key ESG topics, which are then further approved by the Board ESG Committee. These topics are presented in a materiality matrix, categorising them as critical, high, or moderate based on their significance to the business and stakeholders.

Airtel Materiality Matrix

- ● Environment
- ● Social
- ● Governance
- ● Critical
- ● High
- ● Moderate

Our material topics	SDG(s) impacted	Our material topics	SDG(s) impacted
1. Information security and customer data privacy		10. Diversity and inclusion	
2. Talent attraction and human capital development		11. Sustainable supply chain management	
3. Corporate Governance and business ethics		12. Promoting human rights	
4. Climate change, energy efficiency and emission reduction		13. Corporate citizenship and community development	
5. Enhancing customer experience and satisfaction		14. Resource efficiency and waste management	
6. Network quality, expansion and transformation		15. Fair marketing and advertising	
7. Regulatory compliance		16. Digital inclusion and enhanced access to ICT	
8. Innovation of products and services		17. Water efficiency	
9. Employee health and well-being		18. Green ICT solutions	