Social and Relationship Capital

At Airtel, we believe in strengthening connections through meaningful relationships with our stakeholders. Whether engaging with customers, channel partners, partnering with the government and regulatory bodies, or working with suppliers, we prioritise transparent engagement and promote ethical business practices. These principles guide our efforts in driving digital inclusion and fostering a more connected, empowered society.

SDGs impacted

Material topics included

- Enhancing customer experience and satisfaction
- Corporate citizenship and community development
- Sustainable supply chain management
- Fair marketing and advertising

BRSR Principle

Principle 4

Principle 8

FY 2024-25 Highlights

424.5 Mn
Total India customers

3,027
Active suppliers

~850K
Investors

400+
Supplier assessments conducted
(covering 88% of procurement value)

Zero
Data breaches

3,882
Partner stores in small towns

~₹802 Mn
Spent on social activities

Customers

Our customers remain at the heart of everything we do. Their needs, aspirations and grievances shape how we innovate, invest and deliver. We continuously enhance our services and digital infrastructure to create lasting value for our customers, ensuring that every solution improves their experience in meaningful ways. We are committed to delivering a network experience that is fast, reliable, secure and cost-effective – enabling customers to stay always connected.

This customer-first approach lends the backbone to our innovation strength, ensuring we consistently deliver relevant, impactful services at scale while anticipating and meeting market demands.

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Social and Relationship Capital

Value Creation for Our Customers in FY 2024-25

We create lasting value for our customers by ensuring reliable, high-performance connectivity through continuous network investments. Our commitment to expanding data access drives digital inclusion and greater participation in the digital economy. By combining value-driven innovation with a deep focus on elevating the customer journey, we ensure consistent delivery of differentiated, future-ready solutions.

Network Upgradations

- Refarming spectrum holdings in the 1800, 2100 and 2300 MHz mid-bands to meet the rising demand for data and acquired 97 MHz of new spectrum in key bands to future-proof connectivity.
- Rolled out 44,390 Rkms of terrestrial fiber, strengthening our infrastructure backbone for all our businesses - Mobile, Homes, Airtel Business and Digital TV.
- Bringing brilliant experience for our 135 Mn+ customers on Airtel 5G Plus network.
- Landed two major international undersea cables SEA-ME-WE-6 and 2Africa Pearls bringing 320 Tbps of global capacity to India and improving global internet experience.
- Commissioned 19,858 towers, taking the total count to 338,029 boosting network coverage, especially in underserved and rural areas.
- Mobile broadband base stations increased to 992,465, enhancing data capacity and network quality for users.

Elevating the Customer Journey

- IPTV is delivering enhanced convenience with better experience and offering flexibility to watch on-demand content, catch up content as well as linear broadcast content.
- Expanded converged offerings under Airtel Black and Family Plans, combining mobile, Wi-Fi, OTT, IPTV and DTH into simplified, value-rich bundles, which resulted in strengthening Airtel's leadership in the postpaid segment and industry-high ARPU growth.
- Entered into a strategic partnership to bring the highly acclaimed Apple TV+ streaming services and Apple Music to our customers.
- Partnered with Glance TV to offer ambient, personalised content on Airtel Xstream platforms.
- Strengthened omnichannel strategy with unified retail points, offering all services across channels to boost reach and accelerate growth.
- Empowering connectivity with home delivery engineers, bringing our complete home solutions right to customers' doors fast and uninterrupted.

Promoting Data Access

- Taken our Fixed Wireless Access (FWA) to more than 2,500 cities.
- Brought connectivity access to over 85 million in India, many of them in India's remotest regions through the rural acceleration programme.
- Total smartphone data customer base expanded to 276.8 million, demonstrating the growing penetration of smart devices and digital connectivity.

Value-driven Innovations

- Developed India's first AI-powered Anti-SPAM tool, identifying 26.2 billion spam calls and 1.4 billion SMSs, reinforcing our commitment to deliver safe and secure connectivity to our customers.
- Partnered with Zscaler and Fortinet to deliver comprehensive solutions that protect enterprises against a wide range of cyber threats.
- Airtel and Google Cloud have formed a long-term collaboration to provide cloud solutions to Indian businesses.

Communities

As a responsible corporate, we are committed to create lasting social impact and promoting community development in line with our core values and the United Nations Sustainable Development Goals (UN SDGs). Through the Bharti Airtel Foundation, we focus on transforming the education landscape in rural India by delivering technology-led solutions and high-quality digital content in collaboration with key stakeholders. Over the years, we have deepened our efforts to bridge the digital divide and empower students with equitable access to quality education and life-changing opportunities across rural India.

Read more about our initiatives for social betterment in FY 2024-25 in the 'Corporate Social Responsibility' section on page 62.

Investors

We have consistently generated value for our shareholders by executing with precision, sustaining industry-leading performance and allocating capital prudently. As of March 2025, our market capitalisation stood at ₹10.4 trillion, marking a 42.7% increase over the previous year. Value creation underscores our relentless focus on operational excellence and strategic investments - from infrastructure to building digital capabilities - to contribute to the growth of digital economy of India, obsession to brilliant customer experience, expand market share, thus creating value for our shareholders. Our approach to maximise shareholder value underpins our proactive debt management and financial prudence, ensuring long-term resilience in a dynamic market.
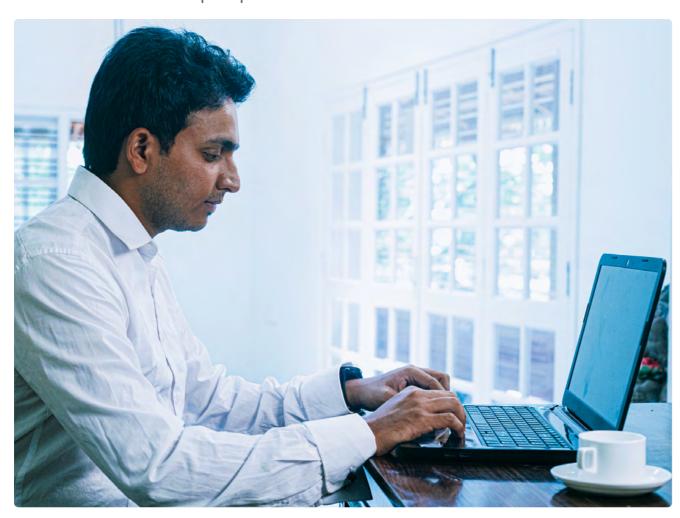
Read more about our 'prudent financial management' during FY 2024-25 in 'Financial Capital' at page 86 and about our 'Investor Engagement Channels' in 'Report on Corporate Governance' at page 251.

~2x
Dividend proposed in FY 2024-25 (compared to FY 2023-24)

Social and Relationship Capital

Government and Regulatory Bodies

We actively engage with government bodies, regulators and industry associations to ensure seamless business operations. This collaborative approach enables us to contribute towards national priorities. We also work closely with industry experts and forums to integrate global best practices into our strategy, helping us stay ahead of regulatory developments and anticipate industry trends.

Our ongoing partnership with statutory body of department of revenue of Government of India now in its sixteenth year, has enabled seamless connectivity across 780 offices under Taxnet 1.0. With the launch of Taxnet 2.0, we are delivering end-to-end managed services including WAN, LAN, video conferencing and network management to modernise the department's digital infrastructure. Our customised solutions include dual WAN links from multiple ISPs, advanced OEM technologies and on-premises Network Operations Centre (NOC) and Security Operations Centre (SOC), enabling high network availability, 24x7 monitoring and uninterrupted connectivity across India.

For one of the public sector enterprises, we deployed a cost-effective dual-SIM SD-WAN solution integrated with IT Service Management (ITSM) tools to ensure reliable, always-on WAN connectivity across its petrol pumps driving improved customer experience and seamless operations.

In the cybersecurity domain, we supported regional rural bank of Odisha to swiftly set up an SOC in line with RBI directives. Delivered in an Opex model, our AI/ML-powered Security Information and Event Management (SIEM) solution enables real-time, proactive threat detection and vulnerability management.

In Meghalaya, we facilitated the launch of the Meghalayan Edge OTT platform by providing scalable public cloud and Content Delivery Network (CDN) services. This initiative promotes local talent and culture, underscoring our commitment to inclusive digital growth.

These initiatives reflect our commitment to driving digital transformation across sectors, empowering institutions with resilient infrastructure, advanced security and inclusive technology solutions.

Suppliers

Our suppliers are a critical part of our value chain, enabling us to deliver cost-effective, high-quality products and services to our valued customers. We prioritise strong partnerships with suppliers who share our commitment to excellence and responsible business practices, ensuring mutual success. Through active collaboration with our supply chain partners, we aim to enhance innovation, supply chain agility, customer experience, cost-efficiency and risk management.

Our priorities in supply chain management

- Partnering with suppliers who provide goods/services of quality
- Procuring goods and services at competitive costs
- Ensuring short lead times to meet business requirements
- Maintaining a strong focus on innovation and sustainability
- Risk mitigation and agility to evolve with rapidly evolving customer needs

Driven by our core priorities, we build partnerships with suppliers that uphold efficiency and responsibility, reinforcing our competitiveness. Procurement activities are designed to ensure regulatory compliance and operational excellence.

Supplier selection and evaluation

Supplier registration is the minimum qualifying criteria for participating in Airtel's procurement process. This includes verification of required documentation, assessment of requisite qualifications and acceptance of applicable Company policies. Further depending on the type of procurement, the supplier selection process also involves a comprehensive evaluation of technical capabilities, operational capacity, commercial terms and compliance with relevant standards and regulations.

196
New Tier I suppliers empanelled

2
New critical Tier I suppliers empanelled

3,027
Total active supplier base in FY 2024-25 (Tier I suppliers)

~97%
Share of the total procurement spend in India

Social and Relationship Capital

In FY 2024-25, Airtel engaged with 3,027 Tier I suppliers, the details of which are as follows:

Supplier category	No. of suppliers		Share of procurement spend (%)	
	India	Outside India	India	Outside India
Strategic partners (Key active network equipment partner)	7	3	92	8
Strategic partners (Tower companies)	8	0	100	0
Critical partners (Annual procurement value >₹10 Cr)	300	15	98	2
Others	2,588	106	93	7
Grand total	**2,903**	**124**	**97**	**3**

Embedding ESG in the supply chain

We are committed to integrating Environmental, Social and Governance (ESG) principles across our supply chain as part of our broader sustainability agenda. Sustainability considerations are taken into account during supplier selection, deciding the procurement criteria, supplier governance, waste management practices and various other procurement-related activities. Through these initiatives, we promote transparent communication, encourage eco-friendly practices and strengthen the alignment of our supply chain with our sustainability goals.

Our ESG strategy focuses on the development of policies & procedures and implementing initiatives.

Policies relevant to suppliers

We have developed and disseminated ESG-focused policies to guide and align our suppliers with our sustainability vision:

- **Code of Conduct:** Outlines the ethical standards and principles of business integrity expected from our supplier, including clear guidance on sustainability practices and ESG compliance.
- **Human Rights Policy:** Provides a framework for suppliers to uphold human rights in alignment with labour laws, ILO conventions and modern slavery regulations.
- **Sustainable Procurement Policy:** Details expectation from Supplier and sets the framework for supplier engagement, assessments and evaluations.
- **Supplier Safety Policy:** Defines occupational health and safety (OHS) obligations for suppliers during their engagement with Airtel.
- **Information Security & Privacy Policy:** Outlines comprehensive guidelines to safeguard information security and data privacy, including recommended security controls.

Engagement with suppliers

To foster ESG practices across our suppliers, our procurement and user departments actively engage in active dialogue and collaboration with suppliers. The Green Partner recognition was introduced to promote sustainability within the value chain by recognising suppliers with outstanding commitment to sustainable practices.

We conducted following targeted engagement activities tailored to specific supplier categories, covering 1,100+ Suppliers (~90% by procurement value):

- **General awareness-building:** Engagement to build awareness on National Guidelines on Responsible Business Conduct (NGRBC), Airtel ESG policies, commitments and expectations from the partnership.
- **ESG capacity-building sessions:** Targeted training sessions on safety and foundational ESG practices, specifically designed for our network operations partners and other suppliers requiring implementation support.
- **SEBI BRSR core development:** Discussions and collaborative engagements with partners to identify and align in-scope suppliers and supporting their readiness for BRSR Core disclosures and compliance.
- **Sustainability expectation setting:** Collaborative discussions with key partners to communicate expectations and support implementation in focus areas such as green products, renewable energy, sustainable packaging and workplace safety, etc.

Supplier assessment

We evaluate our key suppliers on relevant ESG parameters, including labour standards, human rights, ethical conduct, health & safety, environmental practices, information security, etc. This assessment is conducted through a digital tool that enables controlled supplier input, data collection and validation using public information and supporting documents provided by the supplier, thereby enhancing transparency and governance.

400+
Supplier assessments conducted (covering 88% of procurement value)

We have also implemented several measures within the procurement process to promote ESG compliance in the value chain, such as:

- Mandatory acceptance and annual acknowledgement of sustainability policies.
- Inclusion of references to these policies in supplier contracts and purchase orders to ensure alignment with our expectations.
- Basic sustainability risk evaluation of key suppliers, considering business risk, industry-specific risk and geographical risk.

We encourage our suppliers to adhere to international sustainability standards such as ISO 14001, ISO 45001, ISO 27001 and others.

80%+
Procurement made from suppliers (by value) who have at least one ESG related certification

Collaboration with Joint Audit Cooperation (JAC)

Airtel is among the 30+ telecom companies which are a member of the Joint Audit Cooperation (JAC), a non-profit association of telecom operators. This alliance focuses on working collaboratively to promote sustainability across the ICT sector's supply chain. JAC members share resources and best practices to enhance sustainability efforts throughout the global ICT supply chain, ensuring that no commercially sensitive information is exchanged in the process. JAC members also work together to assess, verify and enhance labour standards, health & safety, environmental practices, ethics and management systems across the supply chain.

In FY 2024-25, JAC collectively carried out 150 audits and surveys[1]. During the year, 6 Airtel suppliers, representing over 26% of the Company's total procurement by value, were audited through the JAC initiative. As part of the audit governance framework, JAC oversees the audit plan, ensures timely closure of corrective actions and provides regular progress updates to its members.

⚙️ Channel Partners

Empowering our channel partners forms a pillar of our growth strategy. Airtel Sales Champions play a vital role in serving rural markets while also generating local employment. Over 3,000 rural distributors employ more than 8,100 Airtel Sales Champions, supporting livelihoods across the country.

In FY 2024-25, we introduced several digital tools to enhance execution and streamline field operations, automated check-in/check-out for Airtel Service Champions (ASCs), retailer-level Digital Purchase ON/OFF controls for Distributors and splash screens on the Revenue-Distributor App.

We also launched the 3i GPS platform, a comprehensive performance matrix that enables distributors to track their KPIs and benchmark their performance against that of their peers within their zone or circle.

In order to provide more secure biometric devices for activation, we distributed 40,000 new Level 1 biometric devices to our distributors free of cost, with ~30,000 already deployed.

We also undertake regular workshops and training programs for distributors, retailers and other stakeholders to reinforce a culture of service excellence and align our channel partners with our customer-first ethos.

Together with our partners, we are building a future-ready distribution network that is agile, digitally empowered and driven by a commitment to shared success.

[1] JAC's audit year runs from January to December and the timeframe has been calculated accordingly.