



CUSTOMERS FOR LIFE

We are committed to providing seamless, high-quality connectivity that powers everyday experiences, anchored in simplicity and centred around our customers. This commitment is realised through intuitive networks, lasting value and adaptive customer-centric solutions. Our strategy is focused on building life-long customer relationships by delivering consistent and brilliant experiences.

Differentiated offerings, competitive pricing and unmatched convenience are the pillars of our mobile proposition. Airtel Black and Family Plans drive our leadership in postpaid by enabling convergence, streamlining customer journeys and offering exceptional value. With a large upgradeable ~80 million customer base, the postpaid segment presents a compelling growth opportunity. Our bundled offerings integrate mobility, Wi-Fi, OTT and Digital TV to offer an all-in-one experience.

Our industry leading ARPU growth is a reflection of our portfolio premiumisation strategy and sharp execution. Our strategic focus on upgrading prepaid customers, migrating 2G customers to 4G/5G, maximising data monetisation and fostering adoption of international roaming has consistently powered our RMS gains.

For us, rural expansion is not just about growing our footprint, it is about unlocking digital access and driving share gains in underpenetrated geographies.

Airtel 5G Plus continues to elevate experiences with reliable, ultra-fast connectivity. With over 135 million 5G customers and growing, our superior network quality is validated by our rising share in 5G handset shipments.

39.5% RMS*
178 bps improvement Y-o-Y

24 Mn+
4G/5G net adds

~3 Mn
Postpaid net adds

17%
Industry-leading ARPU growth

23%
Increase in data consumption on network

*RMS: Revenue Market Share for mobile