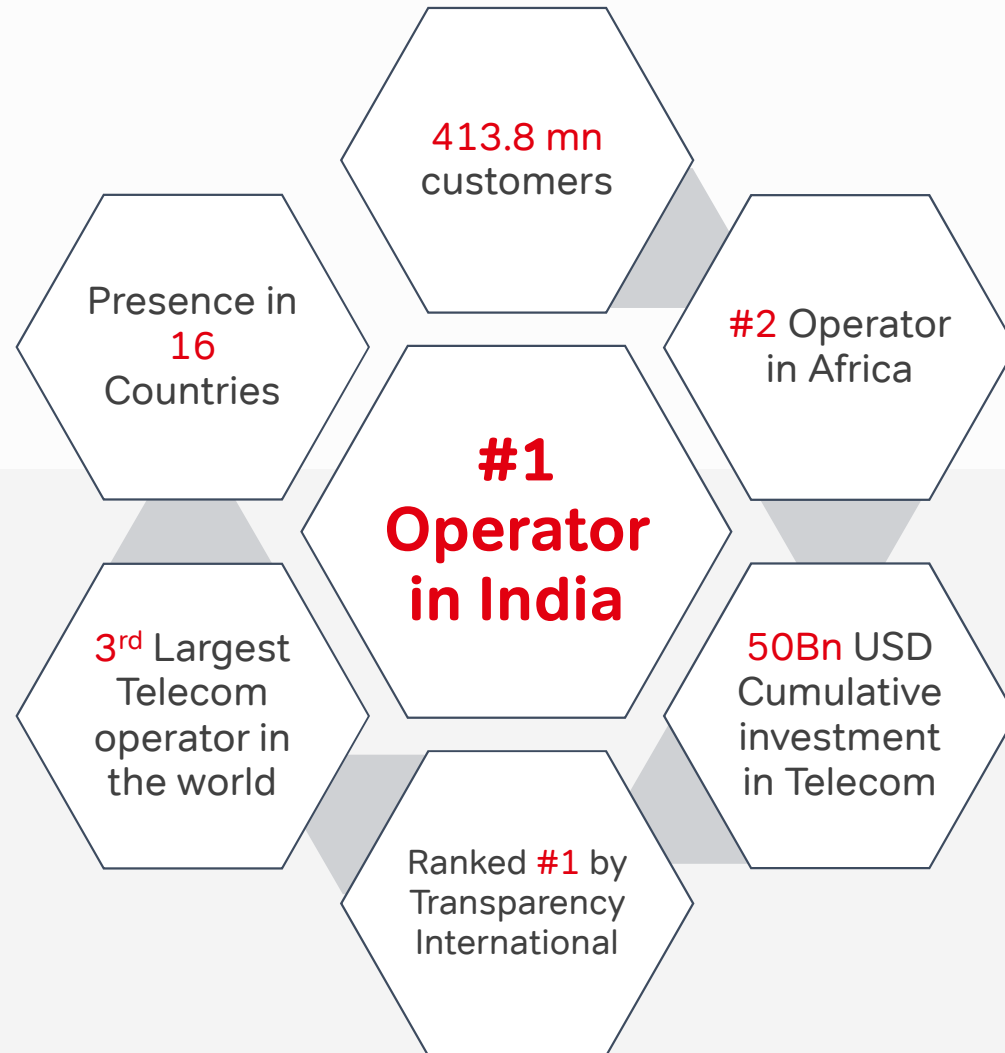


The background of the slide is a solid black color. It is decorated with an abstract network graphic consisting of numerous red circular nodes of varying sizes. These nodes are interconnected by thin, light red lines, some of which are solid and others dashed, creating a complex web-like pattern that spans across the top and sides of the image. The central text "Digital Airtel." is positioned in the middle of the slide. The word "Digital" is in white, and "Airtel." is in red, matching the network graphic's color scheme.

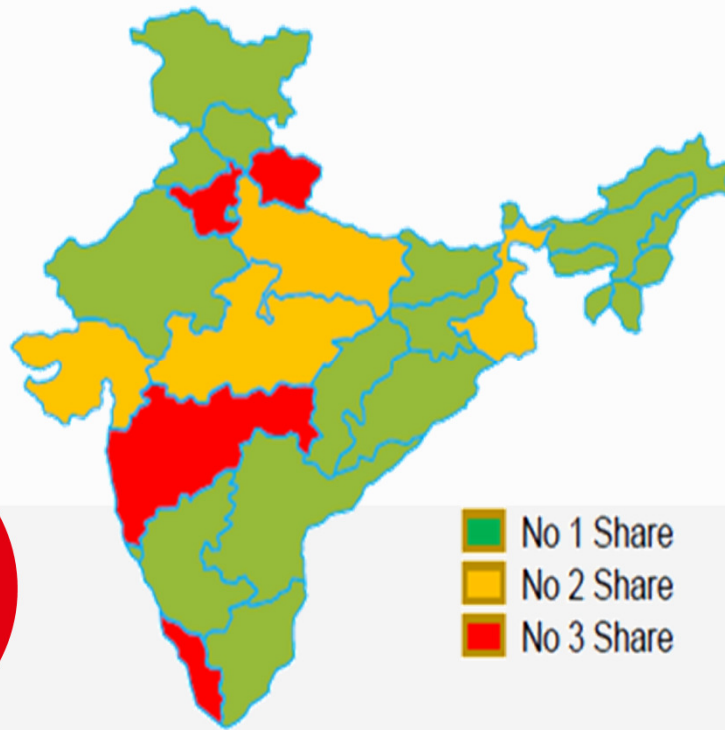
Digital **Airtel.**



We are Airtel

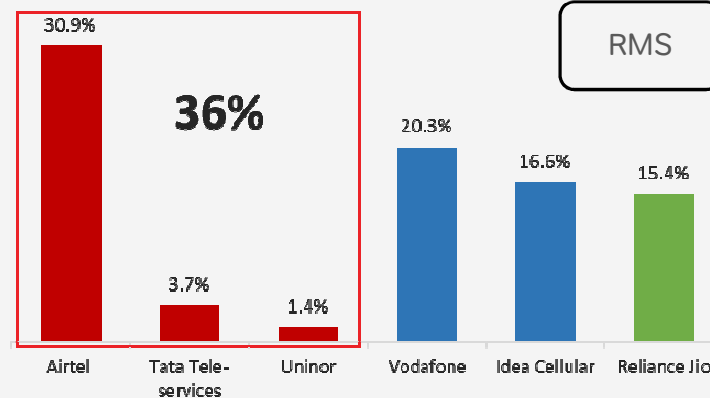


**We are India's
#1 Operator**



RMS ¹ Rank	# of circles	Avg. RMS
#1	13	43.4%
#2	6	28.4%
#3	3	19.9%

**Leader in India
Revenue &
Customer Market
Share**



Key Pillars of Our Digital Strategy



Customer
Experience & Self
Care



Network
Planning &
Optimization



S&D Architecture



Devices
Platform



Homes
Platform

Full Suite of Digital Products at Scale



Wynk Music



Airtel TV



My Airtel App



Airtel Payments
Bank

**Mobile Advertising Platform
for smart targeting**

80 Mn+

**Cumulative Monthly
Active Users on our digital
assets already**

Source: App Annie, April 2018



Wynk Music

Wynk Music in Numbers

India's #1 Music App



80 Mn

Total Downloads



20 Mn

Monthly Active Users



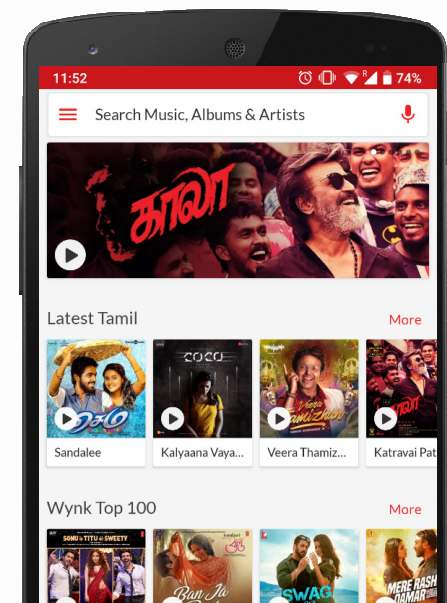
1.5 Bn

Monthly Song Streams

Strong Alliances with
the biggest Music Labels
in India



Wynk 2.0 with personalization
& regional as pillars





Airtel TV

Airtel TV in Numbers

India's Most Downloaded Video Streaming App in Q1 2018



50 Mn

Total Downloads



20 Mn

Monthly Active
Users



800 Mn

Minutes Streamed
Monthly

Integrated with leading video
content partners

EROSNOW

HOOQ



amazon
prime video

fastfilmz



370+

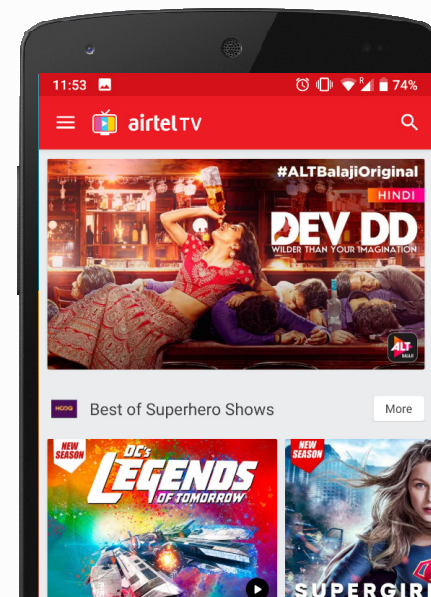
Live TV
Channels



10000+

Movies
and TV Shows

Re-launched with Live TV as
the core pillar

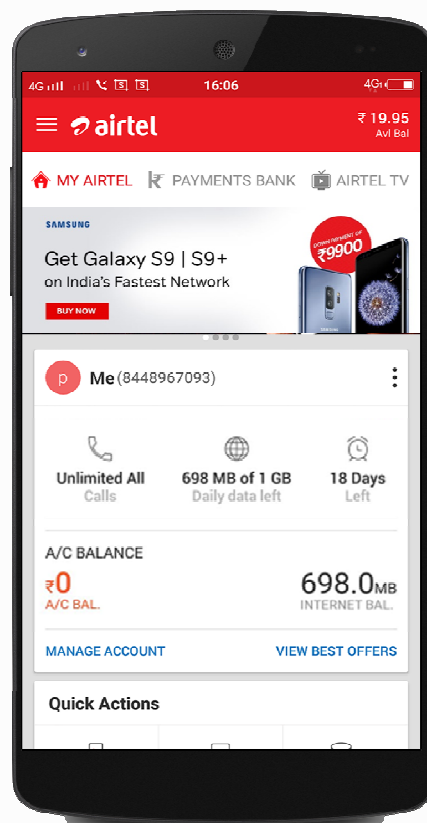




Customer Experience & Self Care

My Airtel App

Fully Serves all LOBs – Mobility, Telemedia & DTH
60% reduction in calls per customer in last two years



Airtel TV
Content Sampling

Airtel Payments Bank
Account| Transactions

Cross Sell | Up Sell

Ensure Bundle
Continuity

Lock In Customers
for all Future
Recharges

Digitalized
Customer Journey
Touchpoints



Acquisition



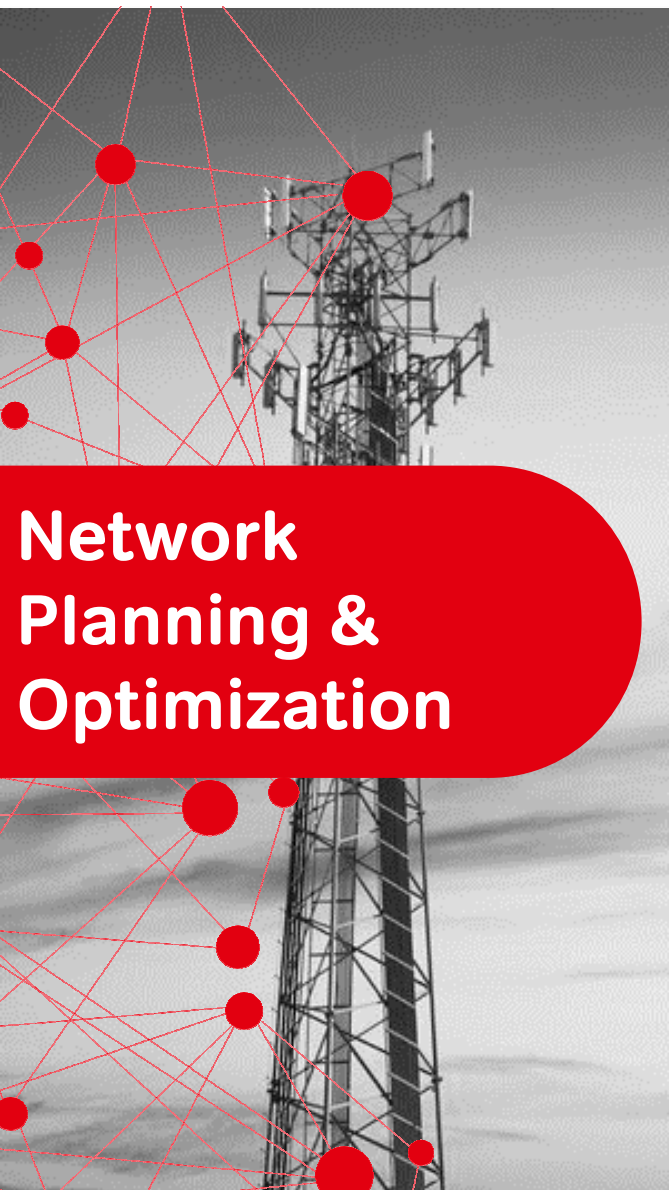
Care



Payments



Lifecycle

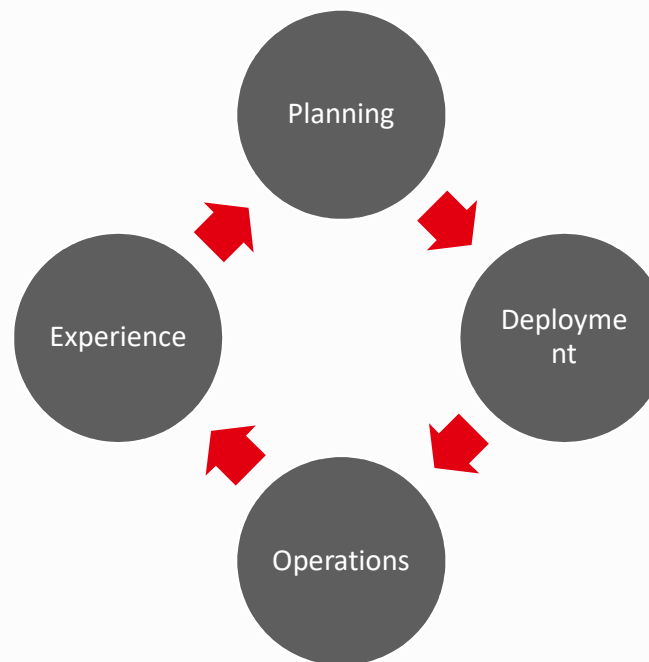


Network Planning & Optimization

- Customer Experience Index
- Automated Root Cause Analysis
- Complaints correlated with network performance

Network Digitisation Across Planning, Deployment, Operations

- Access, Microwave, Transmission



- End to end workflow automation
- Field force management
- Material Management

- Fault assurance
- Performance assurance
- Service assurance



Sales & Distribution Automation

Suite of Apps to power Distribution

We do more orders per day than Amazon, Flipkart and Snapdeal combined



DISTRIBUTORS

For Distributors

Real Time Inventory & LAPU Control, transfer to FSEs



GOAL

For Sales Team

Performance Tracking and sales through KPIs



PROMOTERS

For Promoters

Provides custom sales pitch to customers and track performance



REVENUE

For FSEs

Transfer LAPU & Inventory to Retailers

Mitra For Retailers

One of the Highest transacting apps on Play Store



MITRA

Allows retailers to drive Acquisition, recharges, verification, check commissions



Devices and Homes Platforms

Devices and Homes Platform

Unified Proposition for users on devices and across all connections

Airtel Devices Platform



Catalog
Devices from top OEM Partners

Services
Postpaid Plans & Handset Insurance



Airtel OR/FR Stores



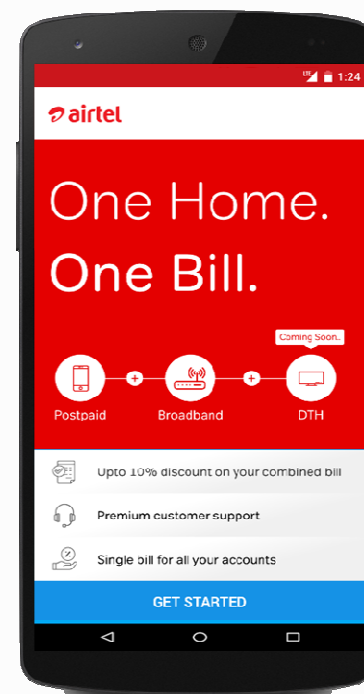
Loan Offers

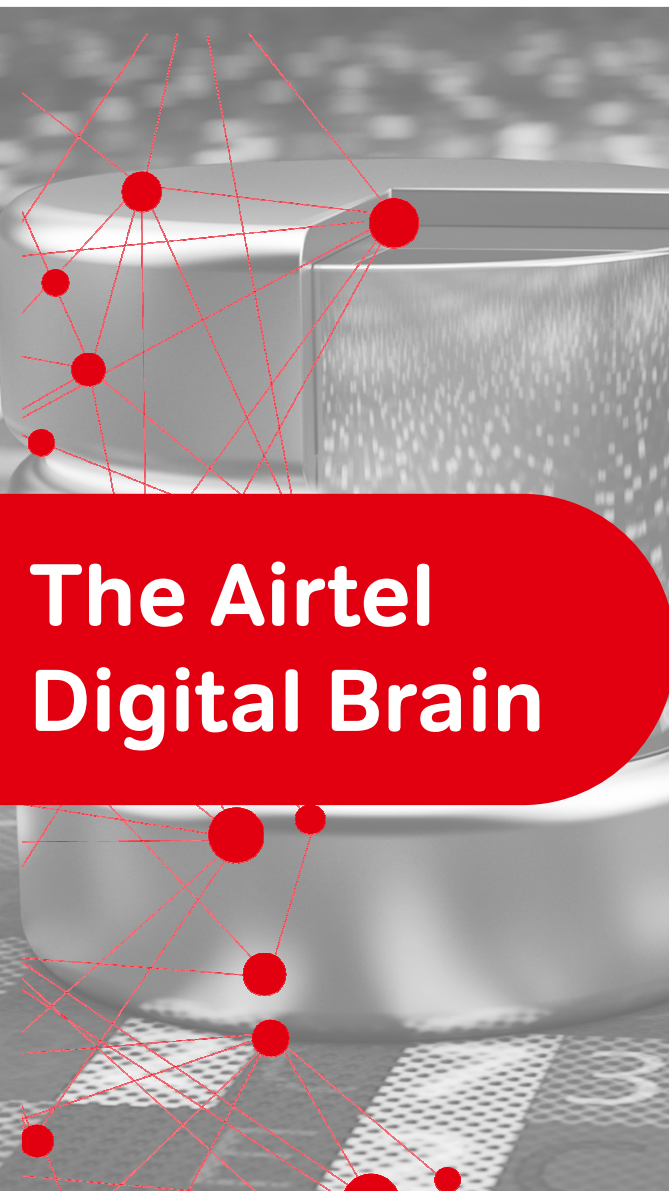


Virtual Warehouses

Homes Platform

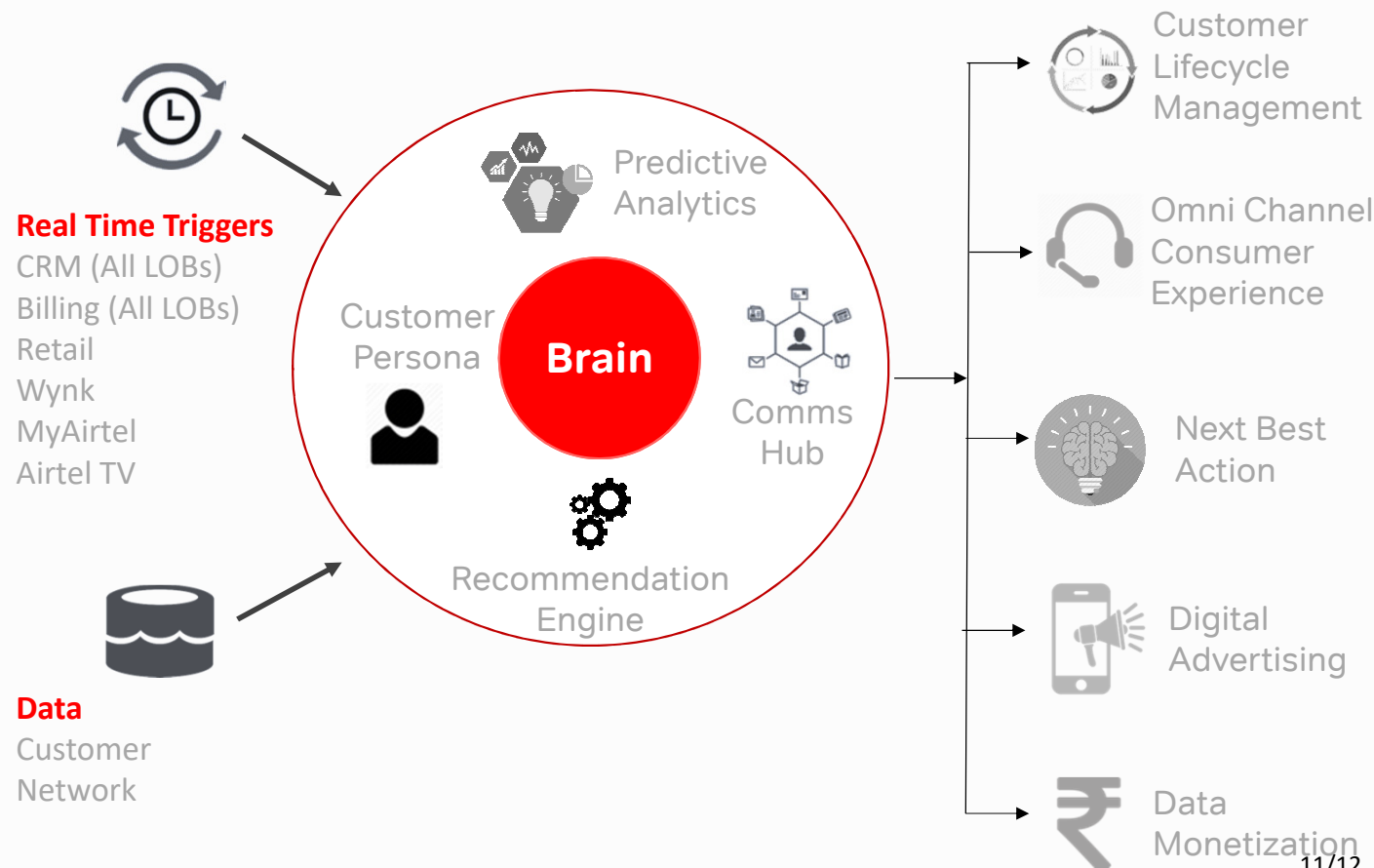
One Bill for All Connections





Airtel Digital Brain

A future ready data warehouse and learning system to power digitization





Investment Rationale



Bharti Airtel Investment Rationale

- 1 Presence in underpenetrated markets of India and Africa with large residual opportunity
- 2 Leading operator with scale and diversified businesses across markets
- 3 Bulk investments already in place; best in class spectrum bank in markets of operations
- 4 Demonstrated superior execution capabilities
- 5 Strong balance sheet enabling ample headroom for expansion
- 6 Experienced management, diversified board, marquee partners and shareholders; highest standards of corporate governance