

The background of the advertisement shows a call center environment. In the foreground, a man with glasses and a beard, wearing a light blue button-down shirt, is talking on a black corded telephone. Behind him, a woman with long blonde hair, also in a light-colored business suit, is smiling while talking on a mobile phone. In the background, another man is visible, also on a phone call. The scene is brightly lit, suggesting a modern office setting.

**AIRTEL PRIMARY RATE
INTERFACE (PRI) SOLUTION**
CONNECT DIGITALLY. CONNECT MORE.

Airtel PRI (Primary Rate Interface) solution is an end-to-end digital connection facilitating the concurrent transmission of voice, as well as data traffic over a dedicated line. It comes with 30 voice channels on a single link, offering your business the capability of upscaling and the flexibility of using multiple channels at the same time. Each channel can be configured as incoming, outgoing, or two-way communication. Airtel PRI voice solutions can cater to your business, no matter how big or small it is. Airtel PRI solution is offered over TDM (Time Division Multiplexing) as well as SIP (Session Initiated Protocol).



PRODUCT FEATURES

- **SINGLE CONSOLIDATED BILLING**

The solution comes with one consolidated, hassle-free billing feature for all extensions of the PRI line.

- **PORTABILITY**

The solution allows easy and convenient shifting of PRI numbers within a city without even changing the numbers.

- **COST SAVING**

As opposed to terminating multiple analog trunk lines requiring more free slots in a PBX, a single PRI line, that is a characteristic of this solution, occupies only a single slot. This means the cost is substantially reduced.

- **SUPERIOR VOICE QUALITY**

Since the solution uses digital lines, voice clarity is much better than analog trunk lines.

- **DIRECT INWARD DIALING**

The solution can offer multiple extensions, even on a single PRI line.

- **CALL HUNTING**

With this solution, instead of having to go through the PBX auto attendant, multiple numbers can be used by outsiders to call the extension directly.

- **CUG CALLING WITHIN DID**

The solution allows zero-cost calling facility to interconnect all your city offices.



BENEFITS



COST-EFFECTIVENESS

Your cost of subscribing to PRI line will always be less than the cost of multiple analog lines. Additionally, you will need to pay only one consolidated bill for a PRI line.



OPTIMIZATION

You will overcome the problem of underutilization of resources and uneven distribution of calls with the PRI solution.



RELIABILITY

You can depend on PRI lines to have more clarity than analog trunk lines. They are also easier to troubleshoot.



FLEXIBILITY

From voice connectivity, data connectivity, faxing, video conferencing, and more, you can use PRI lines simultaneously on different channels, for different functionalities.



SECURITY

Digital lines of the PRI solution offer you the benefit of added security. This is because it is difficult to tap into them and listen in on conversations.

AIRTEL ADVANTAGE



Pan-India footprint in 100+ cities with SIP/TDM architecture



Unmatched reach with 3,00,000+ RKM of fiber network coverage in India



Widest portfolio of voice and data services with successful deployments across India



Robust infrastructure with SLA-based high network uptime



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