



Intellectual Capital

At Airtel, our intellectual capital is anchored in advanced technology capabilities, AI-led innovation and a future-ready workforce that strengthens our digital ecosystem and enterprise-wide capabilities. Guided by our commitment to delivering world-class connectivity and differentiated customer experiences, we continue to advance intelligent digital platforms that enhance network excellence, drive operational efficiency and improve business agility across our operations.

Supported by our strategic partnerships, strong governance and a culture of innovation, we remain focused on delivering long-term value for all stakeholders in an increasingly connected digital ladscape.

SDGs impacted



Material topics included

- Information security and customer data privacy
- Climate change, energy efficiency and emission reduction
- Enhancing customer experience and satisfaction
- Digital inclusion and enhanced access to ICT
- Innovation of products and services

BRSR Principle

Principle 2

Principle 9

Accelerating Innovation at Airtel

Our digital and AI excellence is anchored in a three-layered model comprising Digital Infrastructure, Digital Experience and Digital Services. AI is embedded across each layer driving continuous improvement, accelerating innovation and a strengthening our position in evolving AI-native market. This integrated model improves our offerings, operational agility and value creation, while secure and reliable solutions remain the foundation through which we serve customers, partners and other stakeholders.

Digital Infrastructure

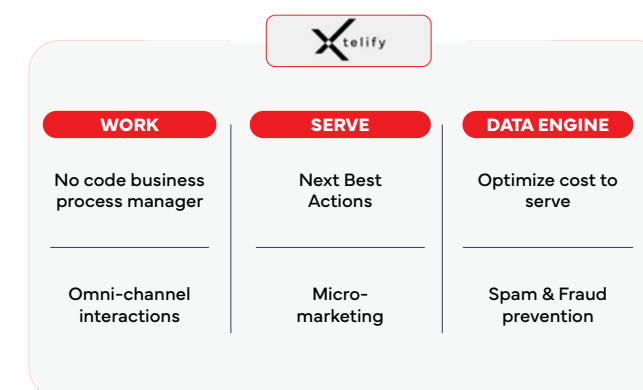
As the core of our digital capabilities, this layer underpins all digital services with assured availability, security and scalability. Our Converged Data Engine (CDE), built on advanced telecom specific data models, enables automated data ingestion, robust governance, real time analytics and is hosted on the modular Cloud platform. Airtel Cloud delivers high-performance Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) offerings for enterprises, while ensuring an optimised total cost of ownership.

Innovations in Airtel Cloud

Airtel Sovereign Cloud

Our Cloud Management Platform provides enterprises with a unified dashboard for end-to-end visibility and control across their cloud environments. Designed to address fragmented cloud operations, cost inefficiencies and governance challenges, it combines telco-grade reliability, sovereign architecture and deep integrations with leading technology partners. Built in India, for India, Airtel Cloud delivers high performance, on-demand scalability, cost optimisation and built-in security, supported by Airtel's trusted infrastructure.

We strengthened our digital capabilities through Xtelify with the launch of a sovereign, telco-grade 'Airtel Cloud', designed to power ultra-scale operations and address the evolving needs of businesses in India.



Built on next-generation sustainable data centres and supported by Gen-AI-based provisioning, we deliver secure, reliable and scalable IaaS and PaaS solutions without vendor lock-ins. We also launched an AI-powered, software platform that simplifies telecom operations, enhances customer experience and drives growth through AI-led insights, real-time workforce management and end-to-end customer journey orchestration.

Airtel Industry cloud

We partnered with IBM to augment our Airtel Cloud portfolio and enable enterprises in regulated industries to scale AI workloads more efficiently. The collaboration enables interoperability across on-premises, cloud, multi-cloud and edge environments, hosted on Airtel's next-generation sustainable data centres.

Through this partnership, Airtel Cloud customers can access IBM Power Systems as-a-Service, including the latest IBM Power11 autonomous, AI-ready servers, supporting mission-critical applications across regulated sectors such as banking, healthcare, government and others.

Airtel AI Platform

We are building the Airtel AI Platform as a foundational platform across our core digital ecosystem, embedding intelligence into customer journeys, network operations and internal workflows. The platform provides an agent SDK, evaluation frameworks, enterprise knowledge graphs and a no-code builder, helping teams develop AI agents with built-in guardrails and governance controls. Real-time monitoring and AI FinOps capabilities let us optimise continuously and scale AI deployment responsibly.



Digital Experience

Our Consumer Business portfolio reached 181.4 across Xstream and Thanks App, of which Xstream alone has reached 22.6 million MAUs across 25 OTT apps. The innovations below are designed to make scale feel personal, predictive and effortless for customers.

Innovations in Consumer Business services

- **Incremental Wi-Fi growth** driven by enhanced Buy Platform capabilities, enabling leads to be actioned across nearby channels, including real-time engagement by field teams to boost responsiveness and conversions.
- **Workmanship quality** across the fleet was enhanced through proprietary image evaluation models trained on Airtel infrastructure, enabling consistent and scalable quality assurance.
- **Our demand intelligence models** generated granular demand grids for Mass Retail, improving funneling and acquisition of Prepaid and Wi-Fi connections, while additional models predicted optimal store locations by combining Airtel demand patterns with competitor mapping and footfall insights.
- **AI-native customer support** We are transforming call centres into AI-native systems, reducing human transfers to ~1% across four million daily calls. AI-led voice agents have been scaled across inbound centres to improve intent recognition and speed up issue resolution.
- **Deployed a Next Best Action (NBA)** Deployed a unified, omni-channel decisioning engine for Consumer Business, anchored on a single customer view, using service interactions and behavioural signals to deliver timely, relevant actions, driving a 16% conversion uplift (0.161% to 0.186% in GADs), 14% growth in digital bill payments and 9% increase in Airtel app benefit claims.
- **A first-of-its-kind AirFiber** device recovery capability was implemented to enable faster, coordinated recovery across digital and field operations, creating a scalable cross-functional execution model.
- **Partner portal platforms** were enhanced with new digital capabilities to onboard distributors for serving and selling all Airtel products digitally onboard and manage their fleet operations and provide end-to-end visibility into operational and business performance metrics through a unified interface.



Together, these innovations build an enterprise business that compounds, where network investment deepens the moat, digital execution shortens the revenue cycle and delivery quality turns single contracts into long-term, expanding relationships.

Innovation in B2B Services

Our B2B services have emerged as a significant growth engine, supported by rising Enterprise demand for resilient, high-quality digital connectivity and technology services. Leveraging the depth of our network, strong execution capabilities and digital commercial infrastructure, we are well positioned to convert opportunities into sustainable installed revenue with greater speed and scale.

Network Infrastructure for Enterprise We continue to invest in future-ready digital infrastructure to support growing connectivity demand. Over the past five years, we have invested more than ₹2,000 crore in submarine cable infrastructure and are scaling capacity from 45 Tbps to 180 Tbps. Targeted initiatives have also helped expand OPGW capacity across metros and major cities, advanced flapless fibre deployments and strengthened connectivity between data centres and cable landing stations in Mumbai and Chennai. Together, these investments enhance network resilience, improve service reliability and create scalable, energy-efficient infrastructure that supports long-term growth.

Digitised B2B Order Book We have built a digitised, end-to-end sales engine that gives complete visibility across lead aggregation, pipeline progression, forecasting and commitments. Intelligent opportunity prioritisation, improved forecast accuracy and early intervention in at-risk deals are strengthening conversation rates, while building a larger and cleaner order book.

Large Account Delivery Governance We have institutionalised a delivery governance model covering kick-off, change control and milestone tracking that brings the most complex, multi-product enterprise deployments to the same predictability as a routine transaction. This results into deeper customer trust, larger wallet-share and longer contract lifecycles.

End-to-end Digital Order Management and Zero-touch Provisioning Our focus on increasing order book and installed revenue through intelligent, automated order management and zero-touch provisioning for priority products has reduced activation timelines and accelerated revenue realisation. At our scale, the top-line impact of faster order book-to-installed revenue (OB-to-IR) conversion is significant.

Unified Assurance Model Our service management capability is unified across network, products and digital services, giving enterprise customers a single, real-time view of their service health across all channels. Proactive fault detection increasingly enables issues to be resolved before customer impact, while reducing resolution times when incidents occur. Better assurance reduces churn, protects the revenue base and builds consumer trust, creating a stronger foundation for up-sell and cross-sell opportunities.

Digital Services

Encompassing platforms like Airtel Thanks, Airtel IQ CPaaS, Xstream and Airtel Payments Bank, this layer enables secure, integrated omni-channel experiences for our active user base.



Airtel IQ

Airtel IQ is an omni-channel cloud communications platform that unifies customer engagement management and business messaging through a network-integrated CPaaS architecture, enabling seamless and scalable communications. During the year, Airtel further strengthened the platform through its collaboration with Google to advance spam protection in India using secure RCS messaging, enhancing trust and customer engagement for businesses.

By combining Airtel's network intelligence with Google's Rich Communications Services (RCS) platform and spam filtering, users get to experience RCS messaging with high-quality media sharing, interactive features and message reactions, while benefiting from enhanced protection against mobile spam and digital fraud. This collaboration extends telecom-grade security safeguards to modern messaging experience. The platform offers stringent real-time checks to:

- Validate message sender's identity using telco-backed business identity checks
- Respect users' DND preferences by categorising communications as promotional or transactional and imposing restrictions, accordingly
- Block spam business messages from landing on customers' devices
- Filter malicious domains through a multi-tiered threat detection layer
- Help keep users safe by throttling messages from individual senders who have been jointly flagged by Google and Airtel's AI-powered spam filters

Since the launch, we managed to block a staggering 3.5 billion spam SMSes, contributing to a significant reduction in the value of financial losses across our network.



CPaaS Services

The Voice Bot Streaming Platform helps enterprises future-proof their customer experience with a unified stack of voice infrastructure, cloud telephony and media streaming. It accelerates AI adoption across customer interactions, enabling faster deployment of intelligent voice experiences at scale. By automating key workflows, the platform improves service quality, responsiveness and operational efficiency while reducing costs through smarter call handling. It is already deployed and operating at scale for a leading large bank in India.

We have scaled for Prepaid & DTH inbound (121), handling 4 Mn calls/day and delivering ~₹20 Crore savings. Pilots underway for Postpaid & FTTH (HP) and network complaint resolution teams.

Reduction of around 40% observed in human assisted transactions in contact center across prepaid and DTH businesses.

IoT Innovations

Airtel IoT provides a scalable and reliable foundation for connected devices, powered by a robust network, advanced platforms such as IoTHub and next-generation technologies including 5G and NB-IoT, enabling seamless connectivity across diverse applications.

Airtel Business has partnered with Swift Navigation to launch Airtel Precise Positioning, India's first AI/ML-powered, cloud-based location correction service. By combining Swift's Skylark technology with Airtel's nationwide 4G/5G network, the service delivers a reliable and easily accessible centimeter-level accuracy- up to 100x better than standard GNSS- for reliable, mission-critical location-based applications at scale.

The transformative possibilities of Airtel Precise Positioning Platform:

- **Automotive and Transportation** Powering advanced driver-assistance systems (ADAS) and fully- autonomous vehicles, improving road safety and traffic efficiency.
- **Mobile and Consumer Applications** Transforming navigation, ride-sharing and fitness apps with highly accurate, real-time location data for turn-by-turn directions, exact pickup points and reliable activity-tracking on smartphones and wearables.
- **Smart Tolling** Implementing seamless, barrier-free or lane-level tolling without the need for extensive physical infrastructure like gantries, cameras and readers.
- **Logistics and Last-Mile Delivery** Unlocking precise fleet management, route optimisation and accurate arrival-time predictions with unprecedented accuracy for vehicles, drones and delivery robots, especially in dense, urban environments.
- **Railways** Enabling enhanced safety and efficiency of rail operations through precise train positioning and control systems.
- **Agriculture** Powering precision agriculture through exact positioning for automated tractors, seeders and sprayers-empowering farmers to optimise the use of water, fertiliser and pesticides, boosting crop yields and sustainability.

AI Transformation and Responsible AI

AI is the horizontal capability that runs across every layer of the business. Our transformation is anchored on three enablers:

Foundational Agentic Platform

A unified agentic SDK, evaluation frameworks and a no-code builder that enable business teams to develop AI agents with embedded governance controls, deployed across B2B contracts, HDO FAQs and employee productivity through Google Agentspace.

AI-embedded engineering operations

Embedding AI across engineering has produced step-change efficiency gains: development cycle reduced from two weeks to three days, autonomous bug identification and resolution from two weeks to approximately thirty minutes, IT infrastructure utilisation estimated to be optimised by 25% and approximately 50% token cost reduction through context reuse.

AI-native customer operations

AI agents are now embedded across customer-facing operations including inbound voice, NBA decisioning and proactive assurance, with measurable impact on conversion, cost-to-serve and customer experience as reported in the Consumer Business and B2B sections above.

Responsible AI Framework

We have embedded Responsible AI as a foundational principle guiding our AI evolution, with governance frameworks covering transparency, accountability and ethical deployment across all AI systems. AI is being deployed at scale across customer experience, operations and decisioning systems, delivering measurable improvements in automation, customer engagement and operational efficiency.

We have instituted a Responsible AI framework embedded within its AI platform, covering governance, risk management and lifecycle controls. The framework includes:

- Human-in-the-loop controls for critical decision systems
- Agent-level guardrails for safe execution
- Explainability and traceability layers across AI workflows

Responsible AI is a core design principle, integrated across:

- Customer-facing AI: voice and chat agents across customer-facing channels and the Thanks app
- Decisioning systems: Next Best Action, churn prediction, forecasting
- Internal productivity tools: Fleet Assist, AI for engineering, Converse with Data

We are aligning with emerging regulatory frameworks and governance guidelines to ensure traceability of AI decisioning, explainability and auditability of model outputs, data sovereignty and compliance readiness.

AI Investments and Scaled Deployment

We continue to invest in advanced AI capabilities to drive operational excellence and innovation across the organisation. Key focus areas:

- **AI platform development** Building robust, scalable platforms for enterprise-wide adoption of intelligent solutions
- **AI-driven engineering productivity** Applying AI tools across software engineering workflows to improve developer efficiency, with up to 20% productivity gains

Our AI initiatives run on a significant scale and deliver measurable impact across customer experience and operational efficiency:

- **Voice AI at scale** over 4 million customer interactions handled daily through AI-powered voice agents across 8 languages, improving accessibility and responsiveness
- **Computer vision deployment** AI-driven models process roughly 85 million transactions per month, enabling real-time decisions across customer acquisition and fleet efficiency management



Driving Innovation through Our Own Digital Talent

People form the core of our intellectual capital. Our strategic shift from outsourced technology development to building strong internal capabilities has played a significant role in shaping us into a digital-first technology company. This transformation is supported by a diverse and world-class team of engineers, product managers, designers, data scientists and data analysts.

2,700+

Digital Talent Base

Research, Development and Intellectual Property Advancements

Technological progress is driven by sustained innovation, with multiple proprietary capabilities and solutions under active patent consideration. These innovations highlight our focus on addressing complex industry challenges through cutting-edge technologies, research excellence and intellectual property creation.

Patent-pending innovations

Our dedication to R&D has resulted in developing several proprietary technologies designed to enhance efficiency, safety and security:

- **Techniques for surveillance analytics** This invention converts CCTV footage into actionable retail intelligence through an intelligent, event-driven video analytics platform. Using temporal tracking, spatial analysis and multi-stage semantic verification, it accurately identifies customer behaviour, staff activity, product interactions, queues and suspicious events while significantly reducing false positives and improving reliability.
- **Spoof features detection in images** This invention presents a face anti-spoofing system that distinguishes live faces from spoof attacks such as printed images, screen replays and manipulated inputs. Using an encoder-classifier architecture to separate genuine facial features from spoof-specific patterns, it generates a liveness score for accurate detection. Trained on a diverse proprietary dataset of Indian faces across varied devices and image qualities, the system is robust against real-world variations and unseen attacks, enhancing security and reliability in face authentication and digital onboarding applications.

Strategic Alliances for Scalable Growth

Our digital strength is reinforced by strategic alliances with technology partners. Key among these are our long-term partnership with Google Cloud, which enables accelerated cloud adoption and the deployment of advanced AI solutions and our partnership with IBM, which strengthens the Airtel Cloud portfolio.

Airtel-Google Partnership

In partnership with Google, we are establishing a purpose-built data center in Vishakhapatnam, reinforcing our long-term digital infrastructure ambitions. Coupled with the ongoing expansion of Nxtra, this partnership is expected to support scaling operating capacity to over 1 GW in the coming years. This is a four-fold increase in our operating capacity currently. This investment reflects Airtel's commitment to building resilient, future-ready infrastructure to support growing digital demand.

Partnership with Zscaler

To safeguard our customers and the nation's digital fabric, we have collaborated with Zscaler to launch the AI and Cyber Threat Research Center in India. This initiative focuses on enhancing nation's cyber resilience by securing critical sectors and digital users, while promoting the responsible adoption of trusted AI across the national digital ecosystem. Zscaler will deploy a specialised threat research team focused

on India. This team will leverage the Zscaler Zero Trust Exchange™ platform, which processes over 500 billion daily transactions, to extract threat intelligence to secure India's public and private sectors.

Collaboration with Ericsson

We strengthened our long-standing partnership with Ericsson through a multi-year NOC Managed Services engagement, reinforcing our focus on delivering superior customer value. Through this collaboration, we are advancing intent-based operations powered by a centralised Network Operations Center to seamlessly manage our services across 4G, 5G (NSA and SA), Fixed Wireless Access, Private Networks and Network Slicing. By leveraging Ericsson's expertise, we are enhancing the efficiency and resilience of our pan-India network operations.

This partnership is also enabling us to accelerate the scale-up of next-generation capabilities such as FWA and Network Slicing. Together, we are driving innovation and ensuring a future-ready, high-performance network experience for our customers.

Data Security and Cybersecurity

We place the highest priority on protecting the personal and sensitive data of our customers, employees and partners. Our data privacy and security practices are governed by robust policies aligned with ISO 27001:2022 and ISO 22301:2019, ensuring compliance with evolving regulatory and industry standards. Oversight is provided by the Chief Information Security Officer (CISO) and the Risk Management Committee.

Our comprehensive privacy and security framework includes the Bharti Airtel Information Security Policy (BISP) and the Consequence Management Standard, both reviewed annually and supported by a zero-tolerance approach to breaches. Our [Privacy Policy](#) emphasizes customer consent, data preference controls and regular updates to meet regulatory requirements.

We deploy a multi-layered security strategy encompassing Endpoint Detection and Response (EDR), Data Loss Prevention (DLP) and 24x7x365 Security Operations Centre (SOC) monitoring with real-time SIEM and cloud security posture management. Regular vulnerability assessments, penetration testing and strong application security practices further reinforce our defenses.

A strong security culture is fostered through continuous awareness programmes, targeted training, DevSecOps adoption, industry participation through forums such as NullCon and DSCI and active bug bounty initiatives. Any instances of non-compliance are promptly investigated and remediated.

Zero

Data Breach complaints in FY 2025-26