Intellectual Capital

Our robust portfolio of intangible assets, including the 'Airtel' brand, legal licences to operate, collective intellectual capability and functional expertise, the strategic innovation encoded in our products and services, powerful brand engagement solutions and our business processes constitute our Intellectual Capital. Together, these key pillars help us realise our brand's commitment to customer-centricity. We are growing our investments in Intellectual Capital to meet the needs and solve problems of a digital-first and new generation of customers.

This section includes

→ Airtel – the most aspirational brand in India

→ Advancing innovation of products & services

→ Building an ecosystem of highly skilled people to foster innovation

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SDGs impacted

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Airtel – the most aspirational brand in India

Our biggest intellectual capital is our brand - **Airtel** which has always stood for providing excellent performance and world-class experience to its customers. Brand Airtel has been known for its many 'industry first' initiatives and bold and audacious communication approach while being honest and transparent with its customers.

Everyone at Airtel knows the urgency of solving a problem that really matters. We are passionate about making a real impact with customer-centricity at the core and constantly endeavour to bring out the best impact with new and path-breaking creations.

Consideration 5.7%

Y-o-Y increase as per March 2021 exit scores
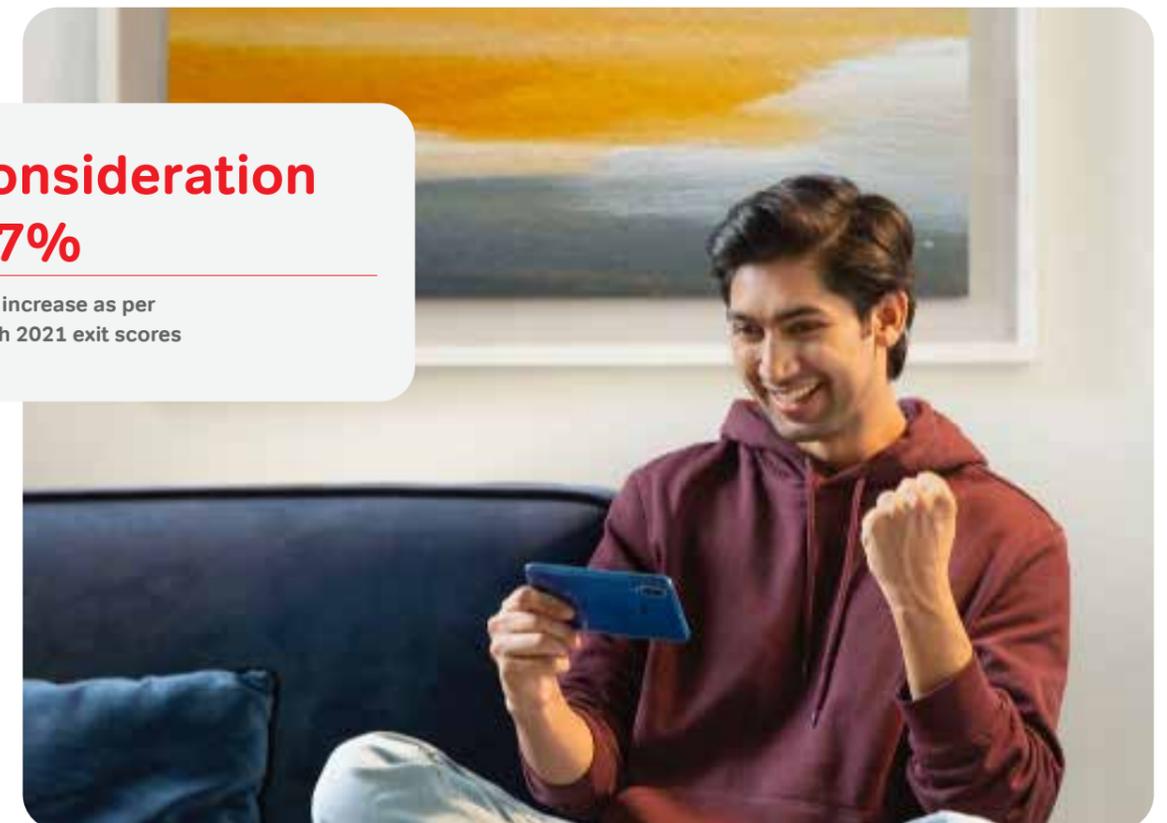
Advancing innovation of products & services

We continuously broaden our portfolio of innovative products and services to meet the dynamically changing needs of our customers in a connected world. We put customer expectations and needs at the core of our product development lifecycle – it is what propels us to consistently raise the bar on innovation through cutting-edge technology and process engineering.

We are proud that we do not have to search far and wide for the innovations we bring to the market. They are ideated, designed, developed and deployed by our employees, partners, communities and every other stakeholder who is part of the

Airtel family. At Airtel, each of us is an innovator with the ability and determination to turn ideas into reality. Below are some of the examples of such innvovations:

Airtel IQ
Architected by Airtel's top digital talent

We launched Airtel IQ, a cloud-based omni-channel communications platform, in FY 2020-21 which helps businesses drive deeper customer engagement through seamless and secure communication delivered over the cloud. Enterprises can plug and play their applications using the flexible and easy-to-use APIs on the platform. They can connect with customers through their preferred channels – calls or SMS and mobile or web app – delivered through Airtel's state-of-the-art, pan-India network. The platform offers telco-grade network and security features, including advanced data encryption that spans multiple platforms and channels

and eliminates the need to implement standalone security protocols. With just a slice of code, businesses can embed communication services such as Voice, SMS, IVR across their applications and digital properties for desktops and mobiles, all through a unified platform.

So whether it is a consumer ordering food through Swiggy or tracking order by calling the delivery agent or a customer arranging for a blood sample collection from Lal Path Labs, this entire communication gets orchestrated over Airtel IQ in a seamless, secure and reliable manner all over the cloud.

Airtel Ads
A powerful brand engagement solution

Launched in FY 2020-21, Airtel Ads allows brands of all sizes to curate consent based and privacy safe campaigns to one of the biggest pool of quality customers in India. Using Airtel's deep data science capabilities, Airtel Ads allows brands to create high engagement and high impact campaigns to the most relevant customer cohorts.

Airtel IoT
A 5G-ready platform powering enterprises

Airtel IoT is an integrated platform to harness the power of the Internet of Things (IoT). It is a secure end-to-end platform with the capability to connect and manage billions of devices and applications seamlessly. Airtel's 5G-ready network powers the platform that comes with the option to deploy NB-IoT, 4G or 2G connectivity using Airtel e-SIM technology.

The platform also has a flexible set of APIs to eliminate cumbersome integration journeys. It allows enterprises to connect, collect, and analyse data through their existing workflow tools. Airtel's telco-grade security ensures that enterprise IoT data is safe and delivers real-time analytics and services.

Some of Airtel's IoT-based products are already helping enterprises transform their business and reduce their carbon footprint. These include TraceMate, Smart Vehicles and Asset Tracking.

Airtel TraceMate

A cell-id based system that helps businesses track the location of their people resources in real-time. For example, a logistics aggregator can use the system to track the movement of its vehicles and drivers to ensure safety, on-time delivery and efficient route mapping.

Smart Transport

A fleet management solution that helps businesses enhance logistical efficiencies with real-time vehicle tracking, monitoring the health of their fleet and optimising routes with advanced analytics. The solution includes a tracking device, IoT connectivity and is integrated with APIs. India's first connected car MG Hector's advanced telematics and infotainment features such as vehicle tracking, emergency calling, real-time diagnostics, music streaming, etc., are powered by Airtel's IoT solution.

Asset Tracking

Airtel's asset tracking solution helps businesses gain visibility and actionable insights from their supply chains. This includes tracking various productivity markers like location, temperature, vibration and humidity of the asset. The system offers predictive alerts using sensors. This facilitates predictive maintenance, reduces operational costs and ensures the security of assets. India's leading water purifier company, trusts Airtel for its in-car security solution that monitors its fleet and ensures passenger safety.

Airtel Secure
Helping businesses tide over rising cyber threats

During FY 2020-21, Airtel announced the launch of Airtel Secure – a comprehensive suite of advanced cyber security solutions for business customers. It combines Airtel's robust network security with cutting-edge solutions delivered through global partnerships to deliver end-to-end managed security services. Airtel Secure has created the most comprehensive portfolio through strategic partnerships with global leaders such as Cisco, Radware, VMWare, and Forcepoint.

Airtel Xstream Bundle
Changing entertainment forever

When customers were increasingly spending more time online be it education, work or entertainment, Airtel announced the launch of its new Airtel Xstream Bundle, combining the power of Airtel Xstream Fiber with speeds upto 1 Gbps, Unlimited Data, the first-of-its-kind Airtel Xstream Android 4K TV Box and access to all OTT content. Airtel Xstream is India's premier entertainment platform that brings the best of entertainment along with unlimited high speed broadband connectivity into a single solution.

Airtel Thanks

Airtel Thanks is a rewards programme for our valued customers on the Airtel Thanks app, giving them access to exclusive rewards, perks and privileges. This loyalty programme provides benefits like enhanced data speeds, data rollover facilities, access to premium services like Wynk Premium, Zee5, Reader's Club on Juggernaut, online security, and device insurance.

This platform provides a 360° view of our customers and serves as a channel to deliver value-added services. It enables real-time mapping of customer profiles, backed by an Open API tied to third-party service providers. The platform is integrated with our subscription and provisional billing engine for prompt activation of service. It simplifies the customer experience by offering services like online recharging and adding recharge reminders, amongst others. Currently, over 10% of all recharges done on the app are signing up to receive recharge reminders demonstrating the usability of the function.

In FY 2020-21, we enhanced self-care functionalities on the Airtel Thanks app for our customers, reducing their need to call our agents or mail us. We have added a Help and Virtual assistance functionality that offers customers information on our products and services and allows them to register complaints related to bill disputes, network issues, payment postings, etc. New features enable customers to seek a one-time service resumption if services are barred due to non-payment and waiver for late payment charges. We added a 'Manage' section that allows customers to manage family connections, buy data boosters and update profile information. They can also activate and deactivate DND and Safe Custody, add or remove channels, change bill plans, check the feasibility of transferring connections using the 'Manage' functionality.

Building an ecosystem of highly skilled people to foster innovation

From small fun initiatives like hello tunes, to more impactful ones like Airtel Ads, each innovation has changed our consumers' lives for real and forever. Each of these innovations have come from within, from our very own skilled talent. We don't rely on larger arms abroad, we are not bound by hierarchy, neither do we link innovations to singular functions. At Airtel, every single one is an innovator, supported by all to the best of their abilities to turn their ideas into reality – that reality which is lived by our millions of customers.

airtel ✕ labs

Airtel X Labs – our in-house digital innovation factory that focuses on IoT, Digital Engineering, Artificial Intelligence, and Machine Learning etc., and cutting-edge capabilities to serve the emerging needs of Digital India. The lab focuses on bringing impactful innovations and derives a range of digital products to enhance customer experience and operational efficiencies.

The lab is powered by scientists, mathematicians, engineers, and AI experts drawn from globally renowned institutes like NASA, Indian Institute of Science, Indian Statistical Institute, Massachusetts Institute of Technology, and other technology giants. They process trillions of data generated from frequency, origination and other parameters of calls, apps, IoT devices,

phones and GPS to design innovative solutions for our customers and business partners. The lab adheres to the 'Bharti Airtel Information Privacy Policy (BIPP)', aligned to the Information Technology (IT) Rules 2011, Government of India and best practices of GDPR while accessing operational and customer data.

1,600+

Digital talent base

Digitising our workforce

We are designing and deploying digital solutions that enhance connectivity, efficiency and productivity of our external and internal stakeholders, including our customers, employees and other stakeholders.

Customer Service Agents

Airtel's advanced 'Decision Tree' tool backed by AI models and machine learning has helped customer service agents respond to queries faster. The tool integrates data and queries from CRM systems, billing and payment platforms to provide cohesive information to our agents and reduce the time taken to resolve issues.

Retail workforce

We have digitised the payment collection process at Airtel and partner-owned retail outlets with the 'Mitra' application. This solution has empowered our retailers and field force to go paperless and process payments digitally.

Network field force

Our digital platform 'Airtel Work' has automated multiple tools needed by the network field force to complete tasks at customer sites. The platform offers real-time tracking of requests, delay alerts, notifications for new tasks, schedule follow-ups, and track leads. Together, these functionalities have expanded the scope of paperless execution and faster resolution of on-site projects.

Robust security measures

Airtel has a robust Information Security Policy that covers our employees and operations as well as partners in the value chain. The policy provides management direction on security controls and outlines guidelines for maintaining and managing information security across Airtel and our strategic partners. Airtel has an Information Security Risk assessment and recovery strategy aligned with ISO 27001 and ISO 22301 standard requirements. Airtel's business continuity management system is certified by ISO 27001. Additionally, Airtel has robust incident response procedures which are tested annually at a minimum.

Airtel's IT infrastructure and information security management systems are audited periodically by external auditors. Additionally, vulnerability assessments are undertaken to test and strengthen the resilience of the security systems. Further, we impart information security training as part of induction and refreshed at least once a year for all employees. The training covers security policy and procedures, legal responsibilities, business controls and acceptable information processing modalities.
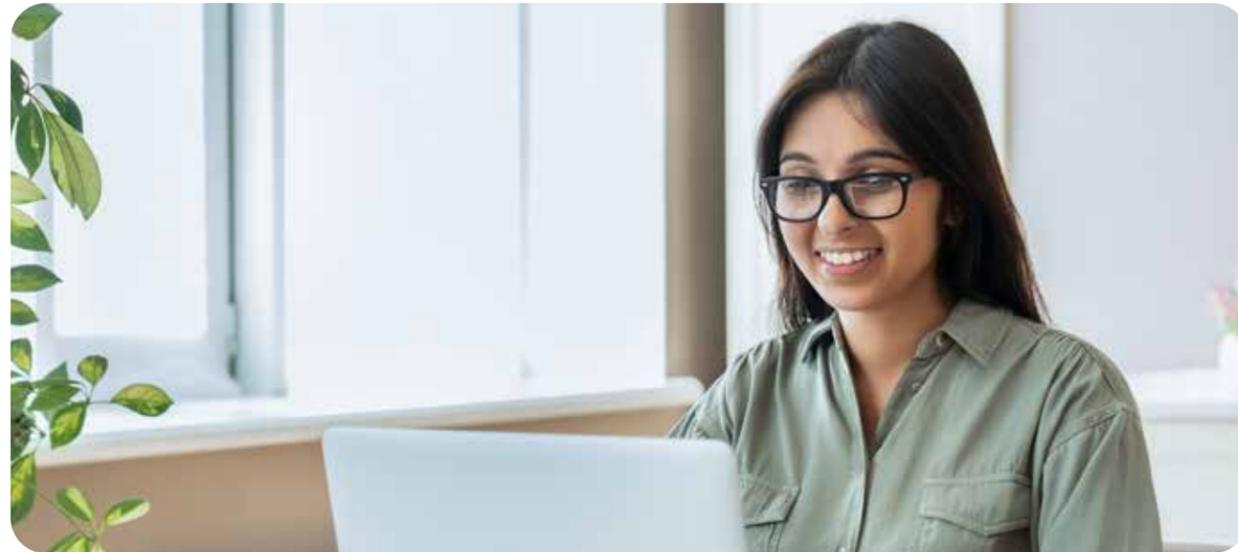
Supporting growth of startups through our digital platforms and capabilities

Airtel Startup Accelerator Programme, launched in FY 2019-20, fosters innovation across the ecosystem and helps our country realise its aspiration of a 'Digital India'. We have onboarded and strategically invested in many start-ups doing game-changing work in Artificial Intelligence, cloud and digital learning. The early-stage start-ups selected for the programme get access to Airtel's online and offline distribution network, deep market understanding, strong in-house capabilities around machine learning and ecosystem of global strategic partners.

Airtel added Edtech to its digital portfolio with stake acquisition in kids learning startup – Lattu Kids
Airtel acquired a strategic stake in Edtech start-up, Lattu Kids, which specialises in digital learning tools for children. Its highly popular app focuses on improving English vocabulary and reading skills as well as aptitude in Mathematics for children under the age of 10 years through entertaining and animated videos and games. The investment will enable Airtel to add Edtech to its premium digital content portfolio and give distribution scale to quality learning material from Lattu Kids.

Airtel onboarded Waybeo to fast-track its growth by leveraging our global scale cloud stack
Airtel onboarded Waybeo, a Trivandrum headquartered start-up focused on deep AI-based analytics for cloud telephony, to enable Waybeo to fast-track its growth by leveraging Airtel's global scale cloud stack and enrich our cloud stack with their offerings as well. Waybeo has built cutting-edge analytics tools for the enterprise cloud telephony segment. Waybeo's solutions will get larger distribution reach while giving Airtel access to Waybeo's proven and emerging technologies.

Airtel acquired strategic stake in Voicezen
Airtel acquired strategic stake in Voicezen, an early stage startup focused on conversational AI technologies, as a part of which Airtel will get preferred access to Voicezen's solutions that analyse call data and convert speech to text supporting 'Hinglish' and four regional languages. The solutions offer real-time analytics and insights to make Airtel's conversations with its customers more engaging and frictionless and enable faster issue resolution.

Strategic Partnerships

We partner with leading global and Indian players to elevate our offerings and solutions for our customers. These collaborations help us bring the latest telecommunications-enabled products and services to our customers and enrich our intellectual capital and assets.

Airtel was the first to roll out Amazon's Prime Video Mobile Edition, making high-quality entertainment accessible to millions of its customers. We created an exclusive Amazon Prime Video Mobile Edition pack for our prepaid customers.

Airtel partnered with National Small Industries Corporation to provide millions of Micro, Small and Medium Enterprises (MSMEs) access to its network and connectivity, conferencing facilities, cloud infrastructure and security, and Go-to-Market solutions. This partnership will empower the MSME sector to leverage the best of a connected economy and digital solutions to grow business and realise the Government's goal of 'Atma Nirbhar Bharat'.

ZEE5, the Indian on-demand internet streaming media provider, allowed our smartphone customers to access the platform's premium content catalogue through our high speed data network and enjoy unlimited calling benefits.

Airtel and AWS entered into a multi-year, Strategic Collaboration Agreement (SCA) to bring secure and scalable cloud solutions to enterprises in India. As part of this agreement, Airtel Cloud, a multi-cloud product and solutions business, will offer customers a range of AWS services, including Windows on AWS, SAP on AWS, VMware Cloud on AWS, database migration, and security and risk governance solutions. Airtel Cloud will also use AWS' services across analytics, data warehousing, Internet of Things (IoT), and Machine Learning (ML) to help customers design new services and migrate to the cloud from legacy infrastructures.