airtel | RAISE THE GAME

Date: 25th March 2022

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Agenda

Who are we

The opportunity

Our strategy

Who are we?

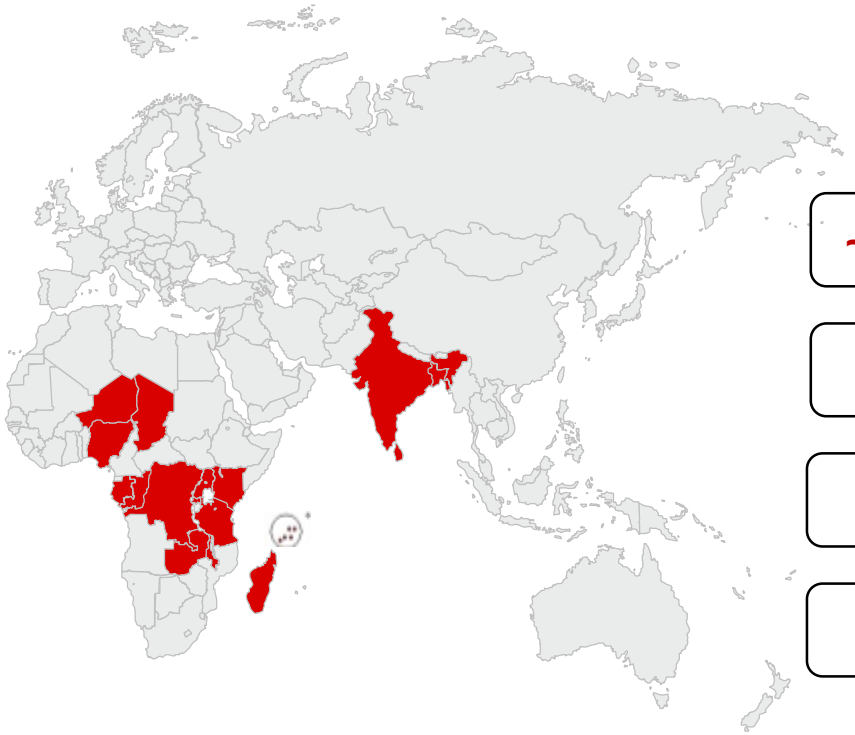
International

14 countries in Africa, **2** in South Asia

180 Mn+ Customers

1.8 Mn+ Retail Touch points in Africa

$65 Bn+ Airtel Money# Transaction Value



India

~323 Mn Mobile Customers, **22 Mn+** Homes

184 Mn MAUs on Digital Assets

3500+ Enterprises

1M+ offices

International includes Airtel Africa, Sri Lanka, JV in Bangladesh and excludes Ghana
Customer data as per Q3FY22 published results; Bangladesh customer data as of 30th September 2021
Airtel Money for Airtel Africa only; Q3FY22 annualized

Who are we?

International

14 countries in Africa, **2** in South Asia

180 Mn+ Customers

1.8 Mn+ Retail Touch points in Africa

$65 Bn+ Airtel Money# Transaction Value

Revenue (Cr)	119K
EBITDA Margin	49.9%
Net Debt/EBITDA	2.67
Operating Cash (Cr)	35K

India

~323 Mn Mobile Customers, **22 Mn+** Homes

184 Mn MAUs on Digital Assets

3500+ Enterprises

1M+ offices

Revenue & EBITDA as per Q3'22 annualized consolidated & Net Debt/EBITDA as per Q3'22 exit

Numbers above are extrapolated based on reported financials and should not be read as any sort of guidance

Who are we?

Massive amount of heavy lifting in terms of capital investments done

260.4K Towers

11 Data Centers and 120 Edge DCs

1.2 Lakh Crore of Spectrum Investment*

7 Sub Marine Cables

400K+ RKms of Domestic Fiber

365K+ RKms Global Fiber Network

Towers for India, SA & Africa

Domestic Fibre for India (as of Dec 2021) & Africa (as of March 2021)

*Spectrum Investments for India

Global Fiber Network includes IRU

Who are we?

Assets that can be monetized to lighten the balance sheet

RAISE THE GAME

Indus Towers: Largest TowerCo in India

indus TOWERS

1.8L+ Towers | **$8.9B** Mcap | **41.7%** Stake

Fiber Assets: 400K+ RKms of Fiber

Nxtra: Largest Data Center network in India

nxtra by airtel

Already valued at **$1.2B | 75%** Stake

ROBI Axiata: 2nd largest operator in Bangladesh

robi

Stake valued at **$0.6B#**

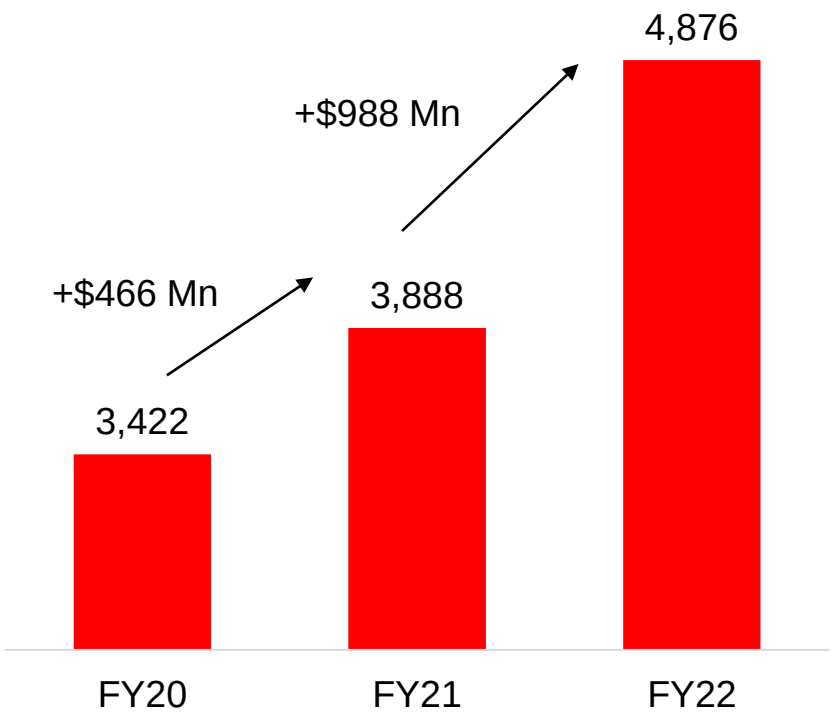
Indus – Based on Q3FY22 published financials and as of 31st Dec 2021 (1 USD = 75 INR)
Nxtra - Based on post money enterprise valuation after Carlyle stake sale

Fiber Assets are Domestic Fibre for India (as of Dec 2021) & Africa (as of March 2021)

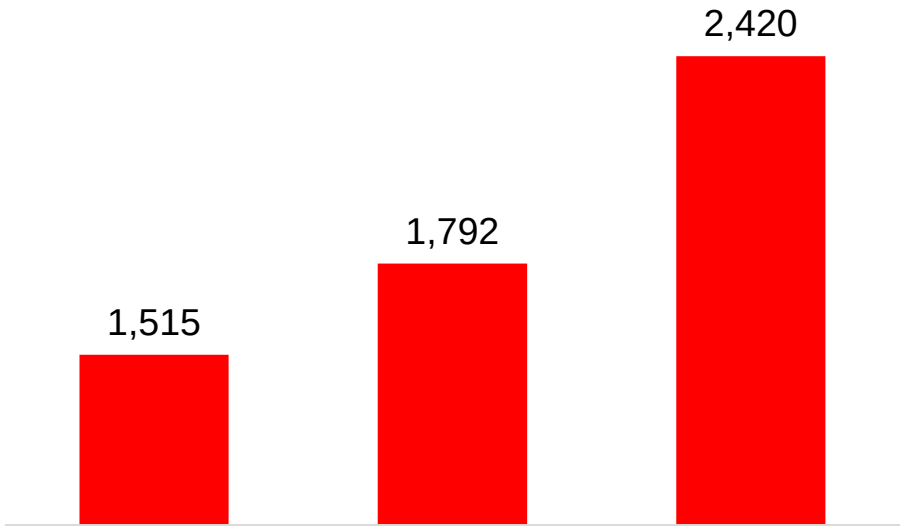
#Value of Airtel's stake in Robi, Stock price 34.6 BDT; USD BDT 84

Airtel Africa performance in the last few years

Total Revenue ($ USD Mn)



EBITDA ($ USD Mn)



	FY20	FY21	FY22
EBITDA % :	44.3%	46.1%	49.6%

#1 / #2

in 12 markets*

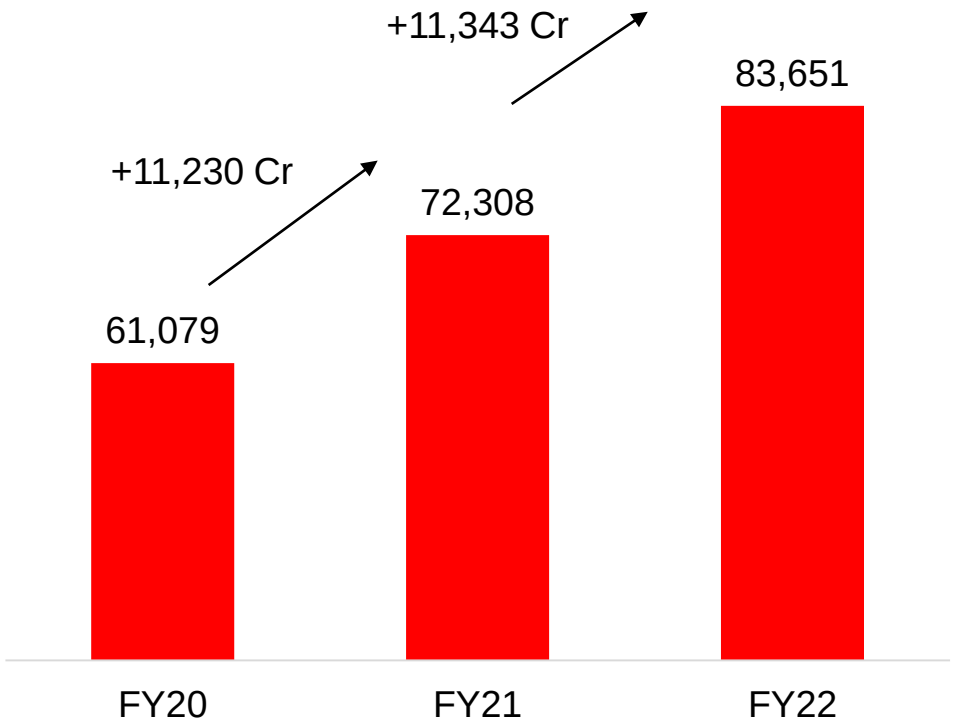
Financials are basis reported currency published results
FY22 is Q3FY22 annualized revenue & EBITDA assuming business stays as-is

Numbers above are extrapolated based on reported financials and should not be read as any sort of guidance

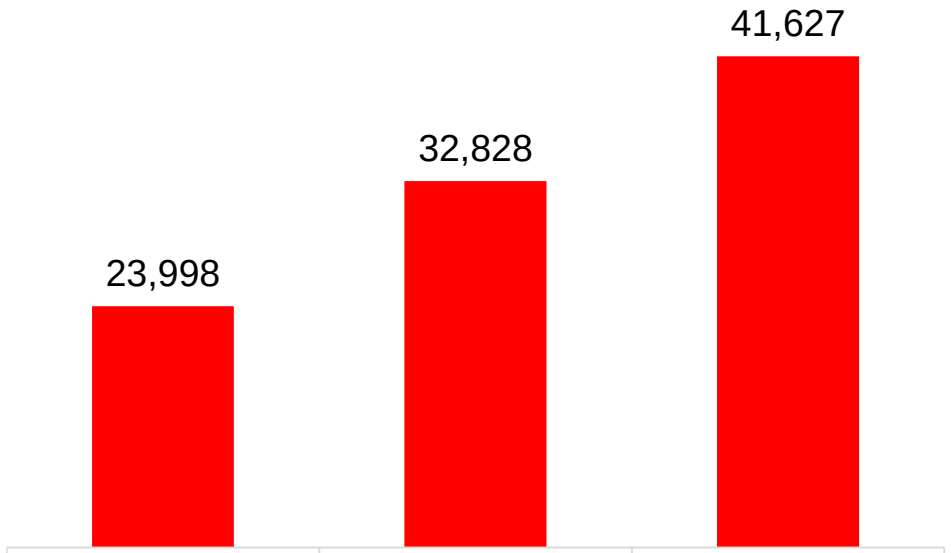
*Based on customer market share

Airtel India performance in the recent past

Total Revenue (Rs. Crore)



EBITDA (Rs. Crore)



EBITDA % :	39.3 %	45.4%	49.8%

Financials are for India, as per Quarterly reporting
FY22 is Q3FY22 annualized revenue & EBITDA assuming business stays as-is

Numbers above are extrapolated based on reported financials and should not be read as any sort of guidance

Airtel India performance in the recent past

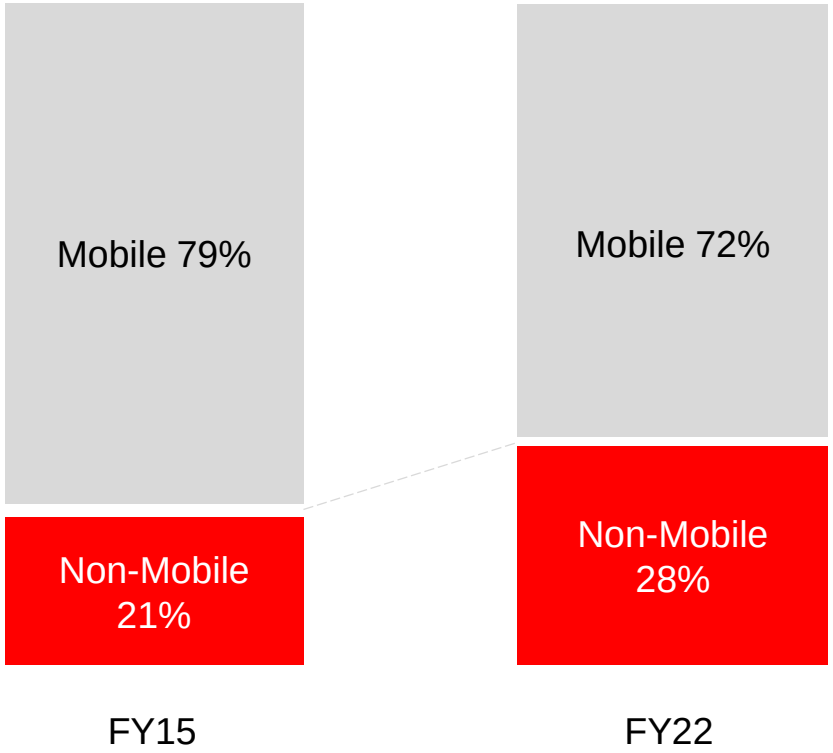
35.4% lifetime high Revenue Market Share

Postpaid **#1**

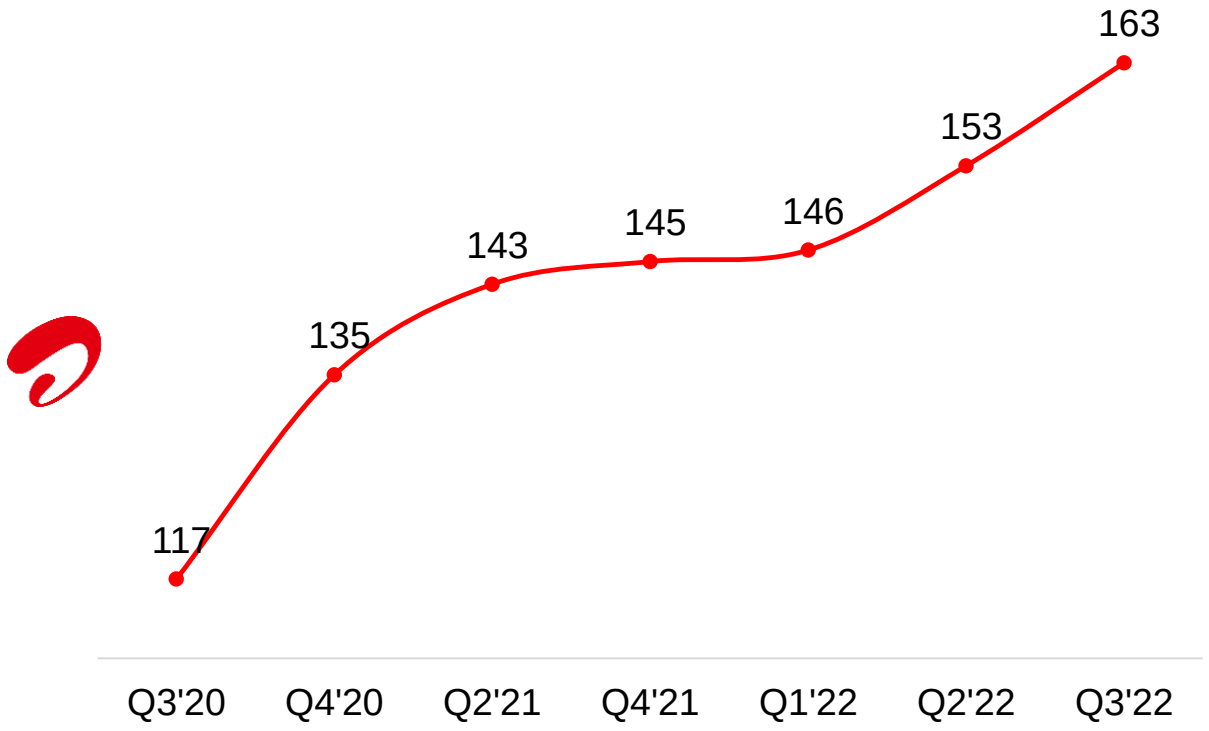
Revenue market share as per TRAI AGR+NLD of Q3FY22

Relentless focus on best quality customers

Increasingly diversified portfolio



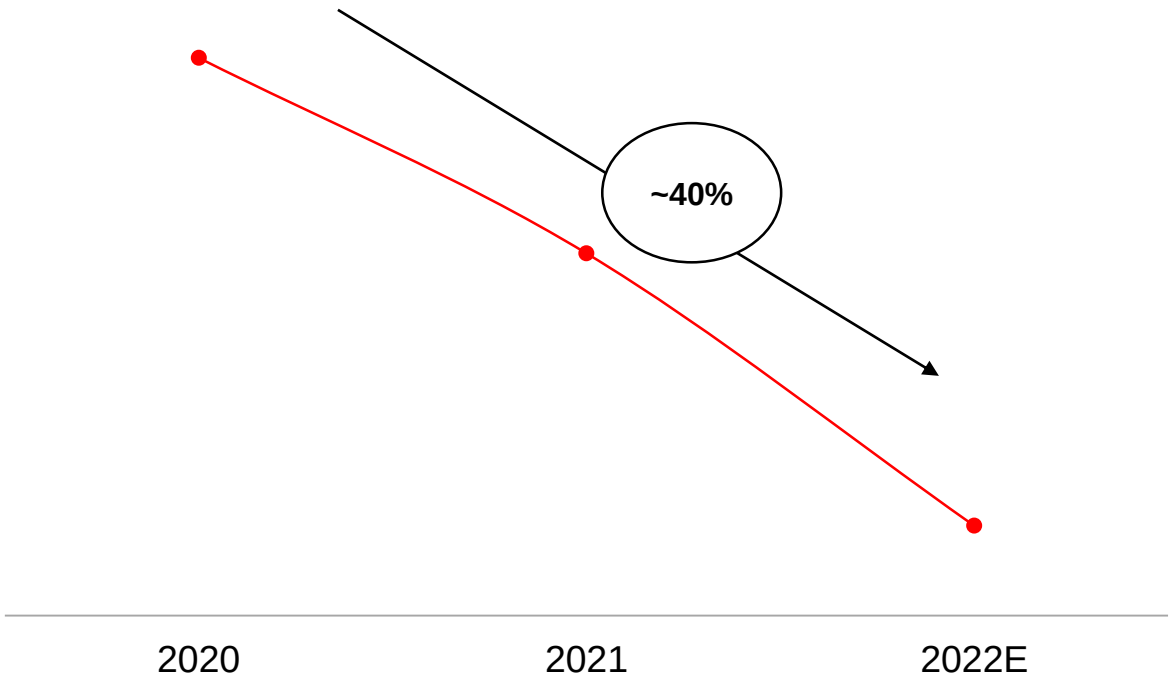
Highest industry ARPU (Rs) – ~40% gain in 2 years



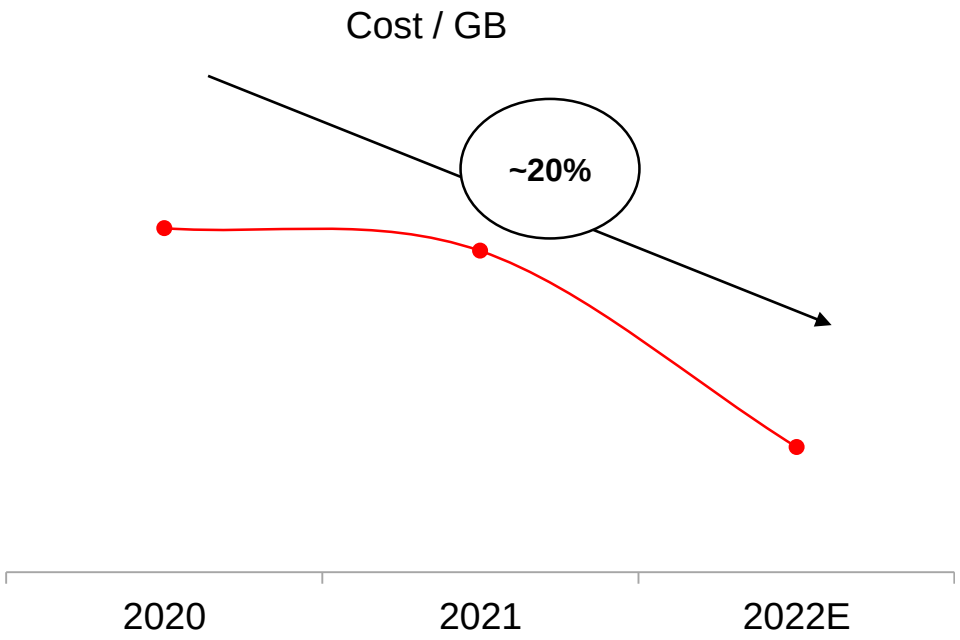
ARPU (Rs INR) for Airtel Is recasted for termination revenue which have been reduced to 0 from Q4'21

Driven by obsession with experience

~40% reduction in Complaints

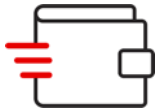


Delivered at the least cost



Built strong digital assets : Airtel Payments Bank

Fast Growing and with scale

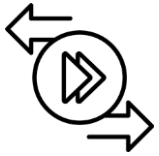


122 Mn+ Customers*

Rs 370+ Bn GMV# per Quarter

1 Bn+ Transactions / Quarter

Unique Capabilities



Real-time scalable payments infrastructure

Billion dollars of cash handling/month

Largest Banking Network (8 Mn+ Merchants)

Powerful Impact

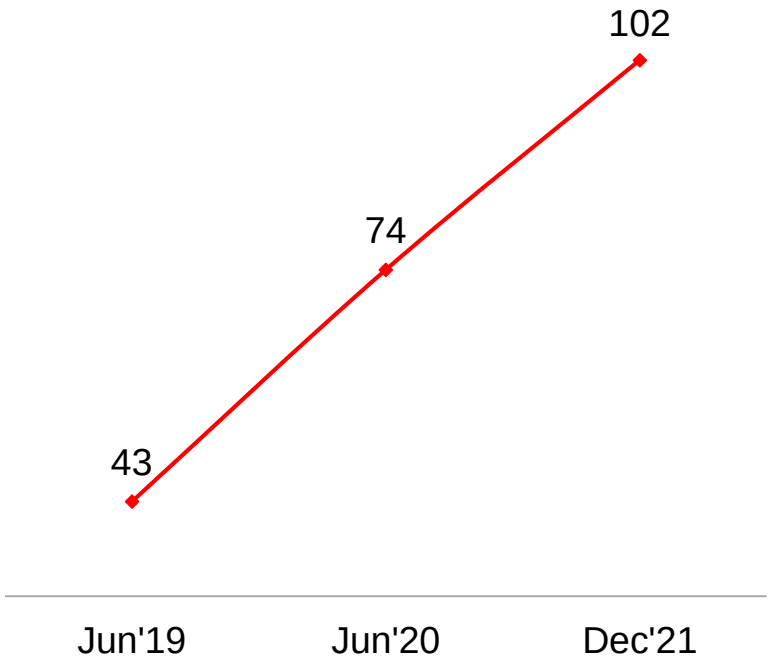
Telco Churn reduced by **65%**

Broke even in **July'21**

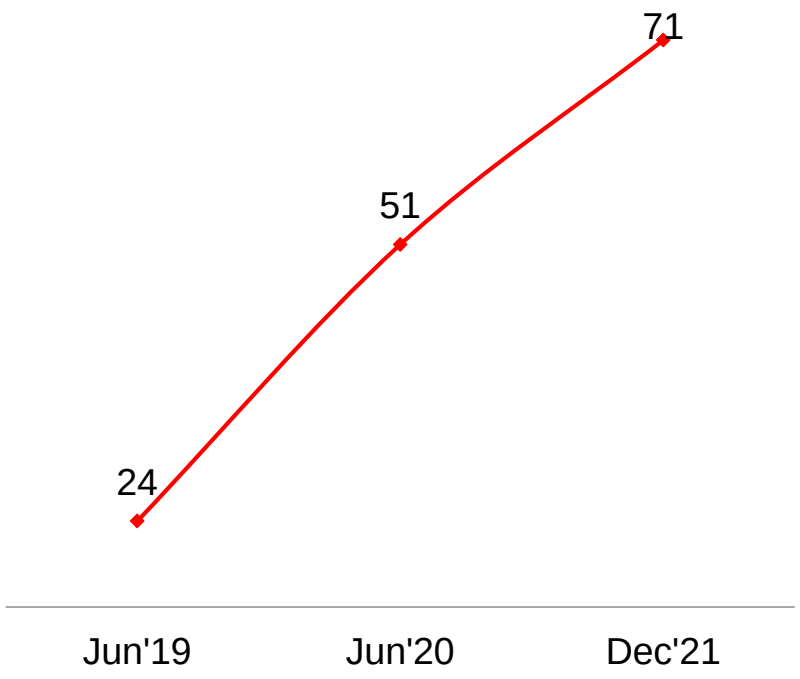
*__Customers__ - Unique Savings Bank, Wallet and platform users in Airtel Payments Bank records, identified by mobile number
__GMV__ - Value of transactions with merchants, remittances, collections, payments, withdrawals etc through our payment solutions.

Built strong digital assets : Lifestyle and Entertainment

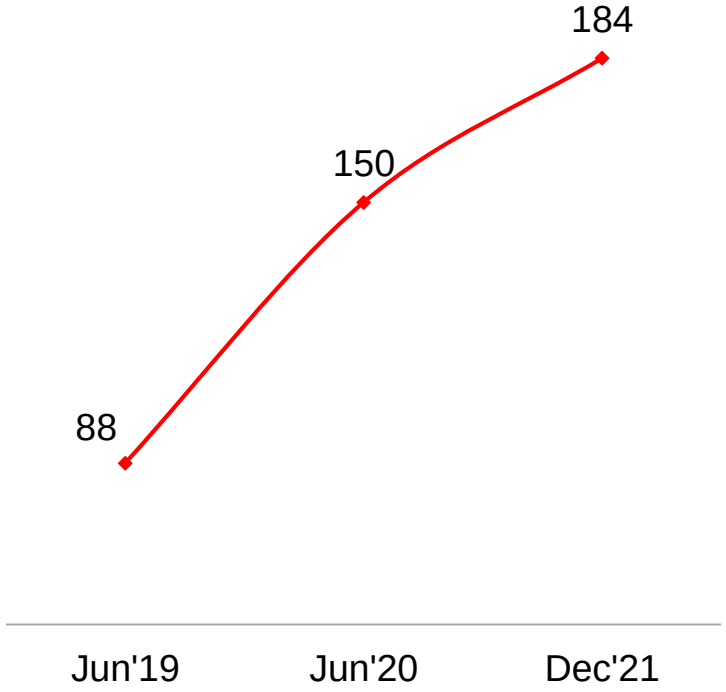
Airtel Thanks (*Mn MAU*)



Wynk (*Mn MAU*)



Total Digital users (*Mn MAU*)



*All figures in Mn

All done with a frugal mindset

Rigorous measurement

SITE LEVEL MONITORING

STRINGENT INVESTMENT MONITORING

CONTROLS AND COMPLIANCE

STRICT ADHERENCE TO REGULATIONS

Waste elimination

Sweat assets, drive synergies, digitize processes

Stripped 1.5B$ of waste
in last 5 years

USD INR assumed as 75

Agenda

Who are we

The opportunity

Our strategy

Industry structure

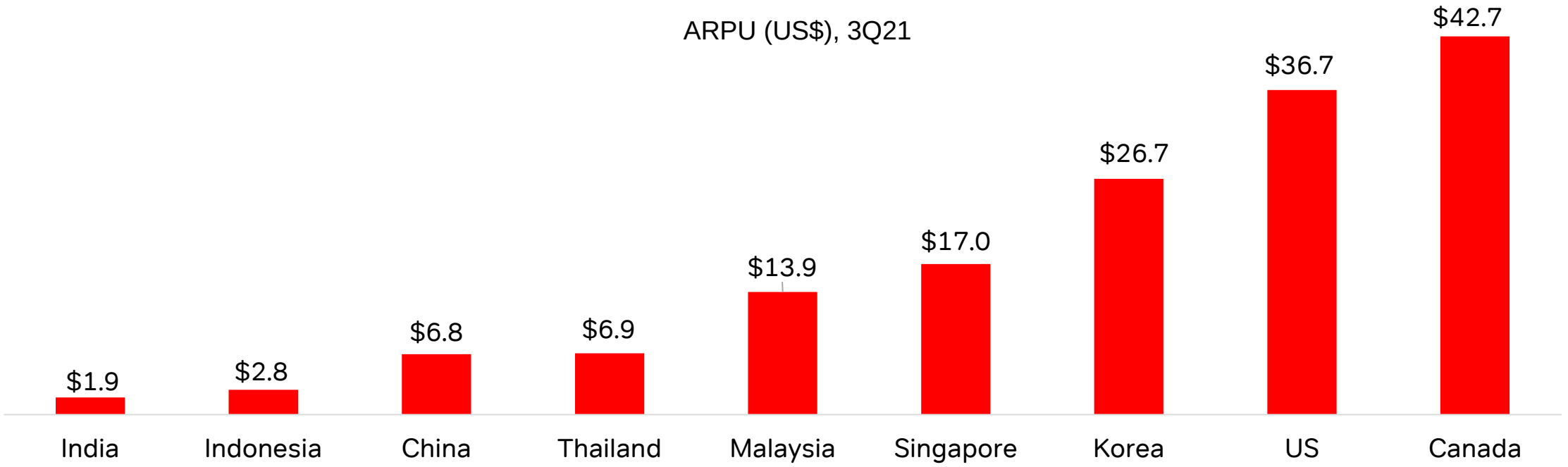
Mobile

Massive industry consolidation

8	4
players	players

Airtel is competitively well placed

Opportunity
Mobile – ARPU opportunity



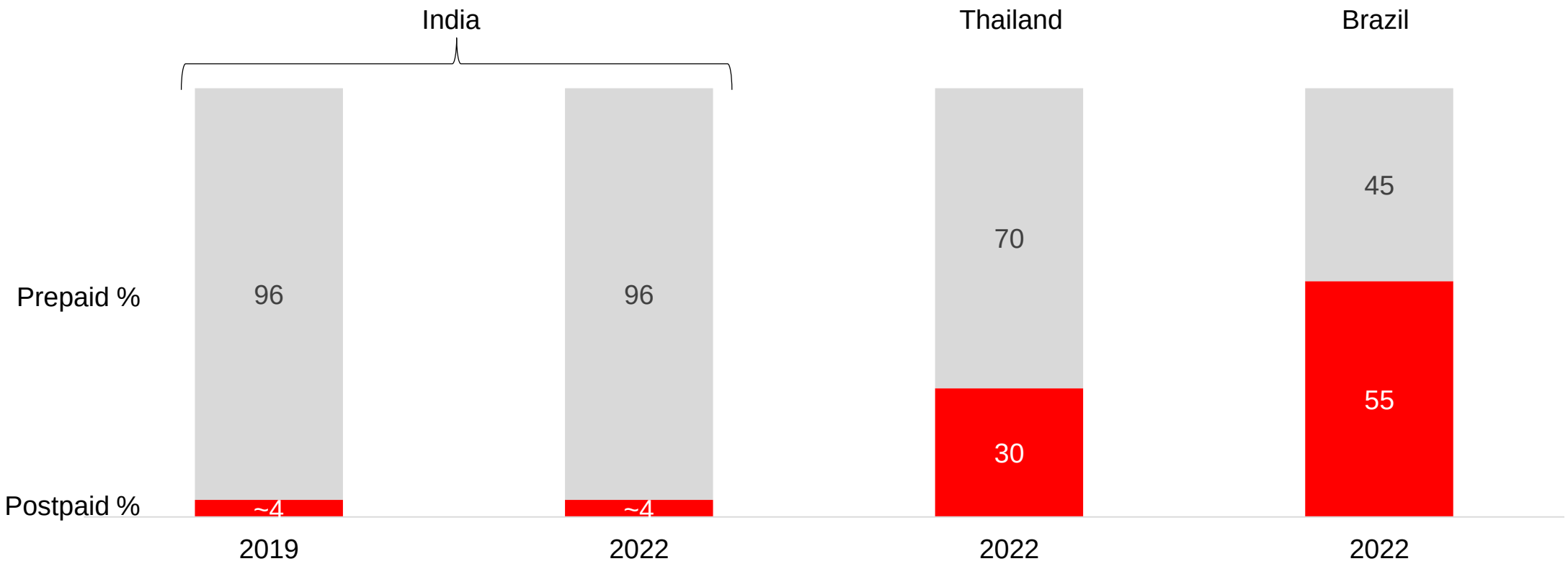
- ~$2 ARPU : 6% ROCE. ~$3.3 ARPU : ~**20% ROCE.** 33,000 Crore Incremental Revenue. 28,000 Crore Incremental EBITDA

Source: BofA Global Wireless Matrix as of Jan 2022
*Assuming current base of customers and 4G mix

Opportunity

Mobile – Postpaid opportunity

Current contribution



*Based on Global Wireless Matrix report by BofA

Opportunity
Mobile – Upgrades

200 Million Upgrades by FY 26

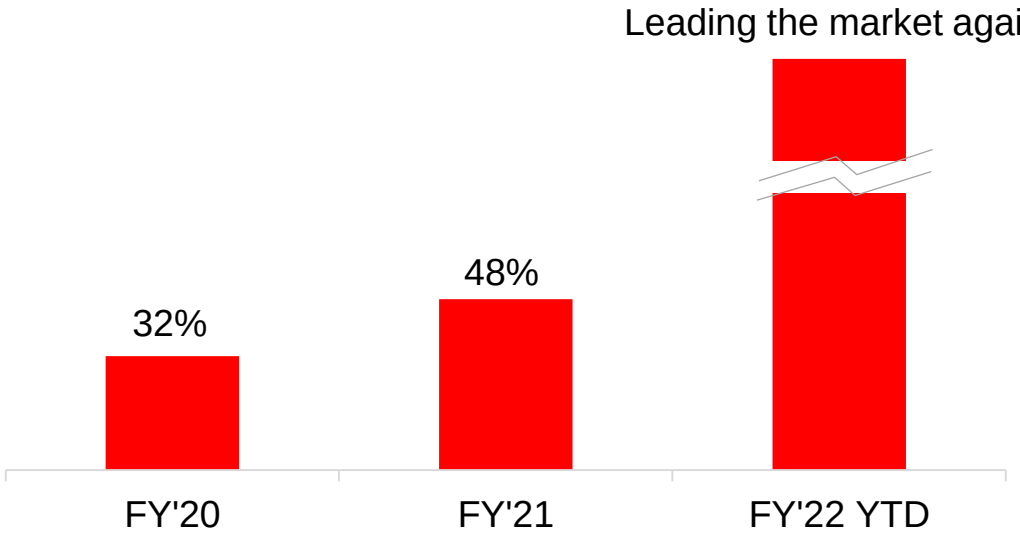
350 Mn Feature Phones

40 Mn upgrades/year

550 Mn Smartphones

Proven track record of accelerating share gain

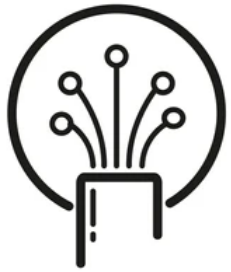
Share of Industry 4G Net Adds

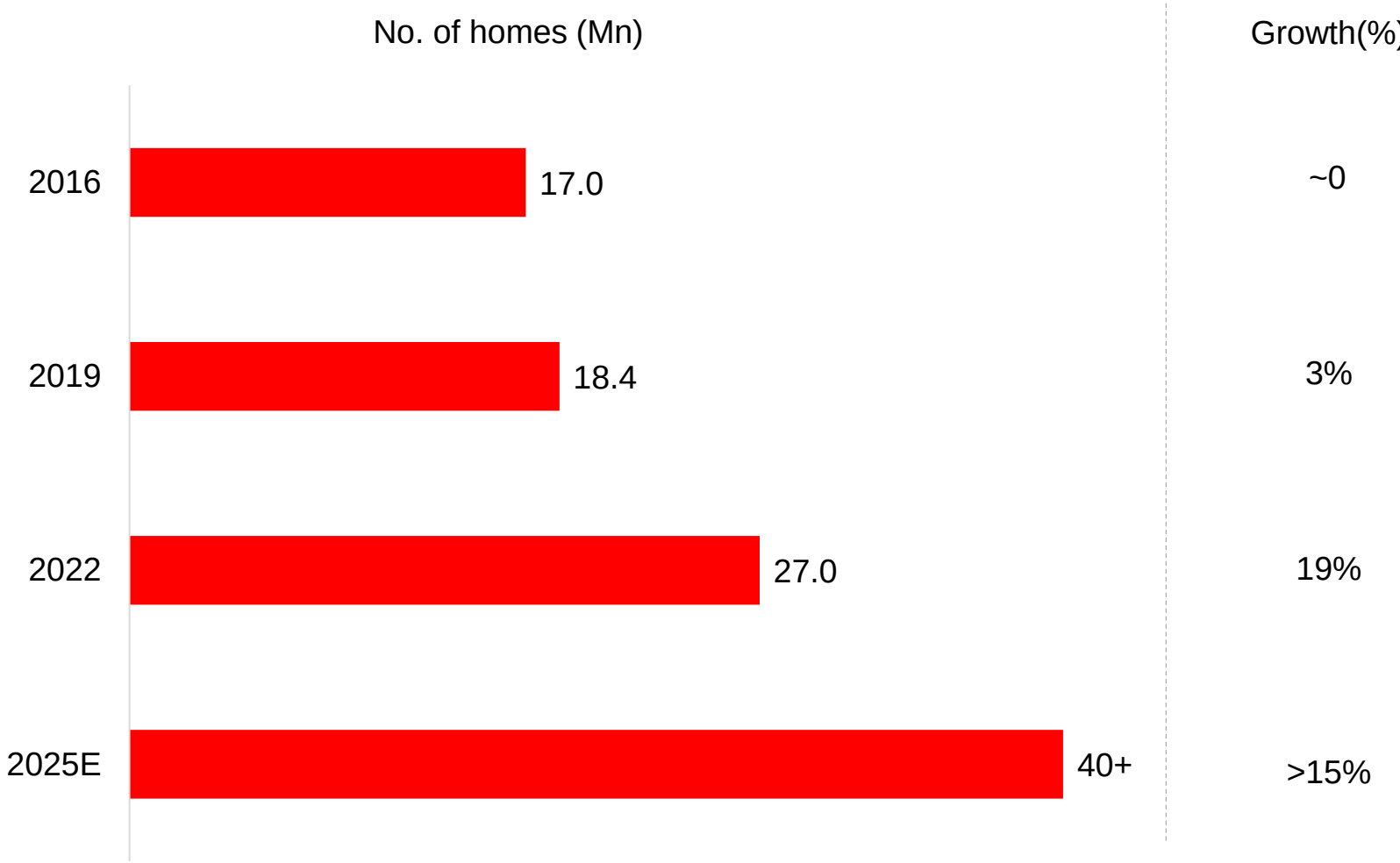


*Based on reported figures by 3 private operators

Opportunity

Homes - Broadband market exploding





Opportunity
Homes - Convergence

50 Million High Value Homes

Airtel already present in 2 of 3 homes

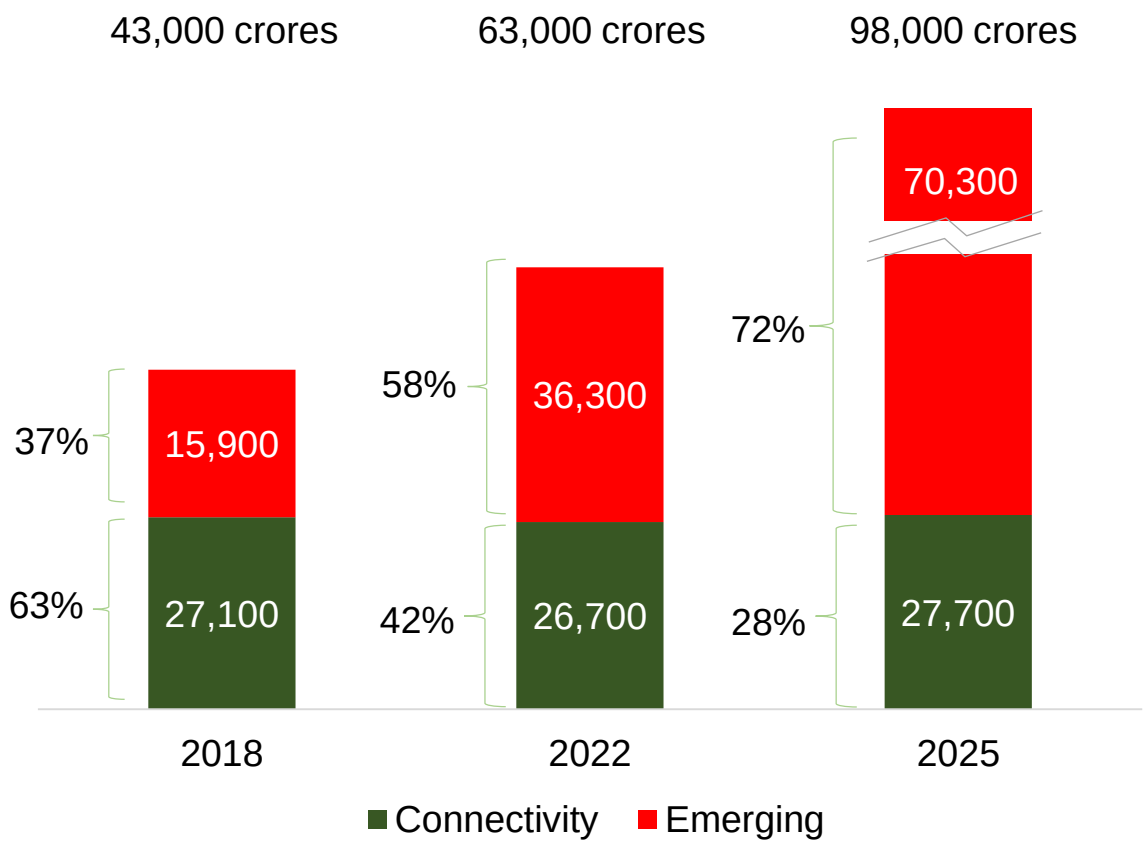
+ 1 Service

Rs. 650 incremental ARPA

Opportunity

B-B – Market changing dramatically

Emerging categories now accelerating



But margin profiles vary

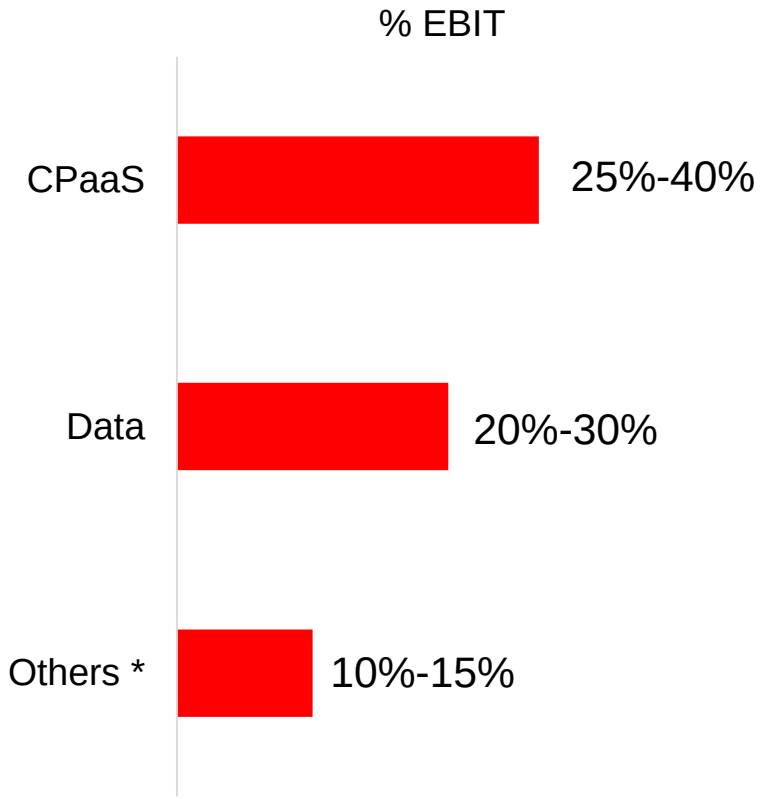
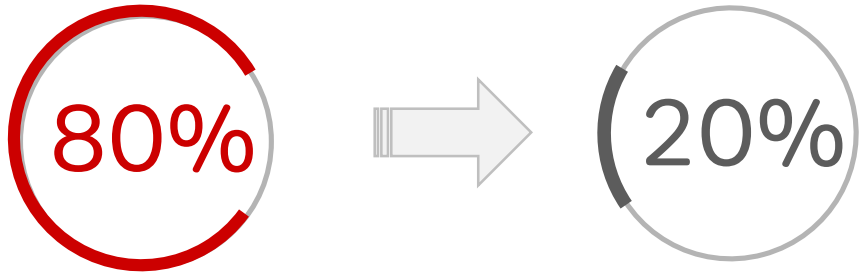


Chart based on typical industry margins
* Others include security & cloud

Opportunity

B-B – We can go both wide and deep

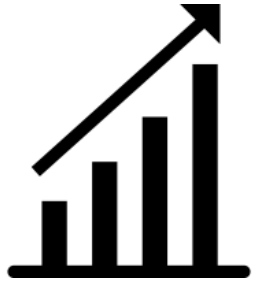
Opportunity to go wider



Enterprise and SMB customers **Revenue**

Proven track record

~32% Lifetime high market share



Enterprise Data Connectivity RMS – Basis Frost & Sullivan

Agenda

Who are we

The opportunity

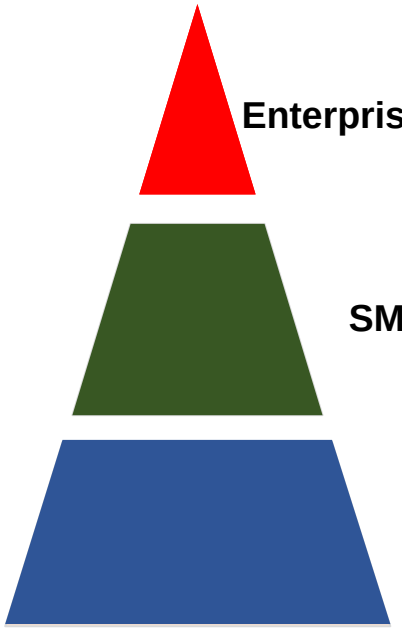
Our strategy

Our strategy

Quality customers

B2B - Expansion

Revamped go-to-market



	From	To
Enterprise	Farming	Hunting and Farming
SME	Channel Led	Insourced
SOHO	Diffused accountability	Catchment Ownership

Scale adjacencies

Leverage access and relationships

Create preferred partnerships

Ubiquitous connectivity

Quality customers

Broadband – Land grab

Expansion of home passes

Now

~16 Million

FY2025

40 Million

Two proven models

Own city model

Local Cable Operator model

Overall home passes including copper and fiber

Quality customers

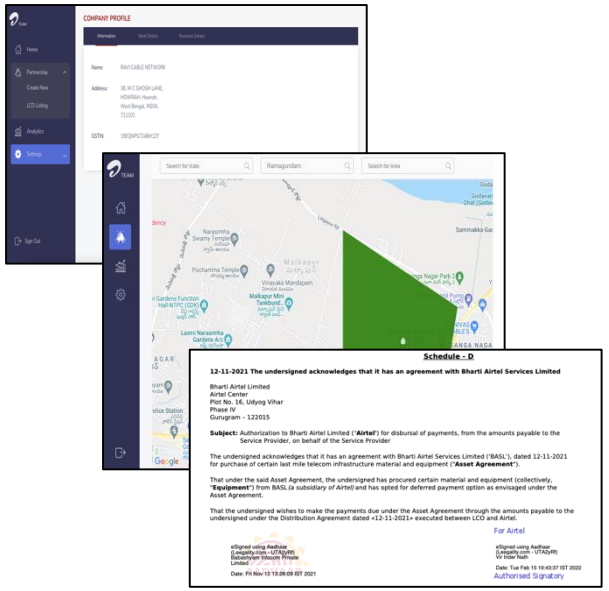
Broadband – The Local Cable Operator model

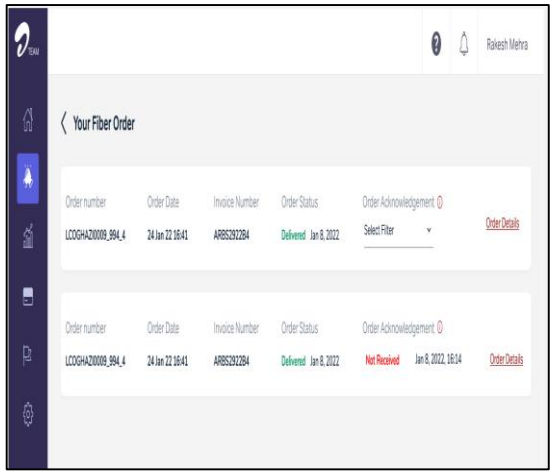
Partner says yes

1 → Digital onboarding (<10 mins)

2 → Inventory system
Real time tracking

3 → Automated payouts
(Zero errors)





Summary of Commission

Plan Details	Active Base	Revenue (₹)	Payout (₹)
999	88	56424	17491
499	186	68362	21192
799	252	134091	41568
1499	10	6662	2065
0	2	0	0
Plan Details Total	**538**	**265539**	**82316**

Variable Details	Total
Gross Fault Rate	2655
Sla Complaince	0
Subscriber Renewal Rate	0
Installation Conversion	0
Variable Details Total	**2655**

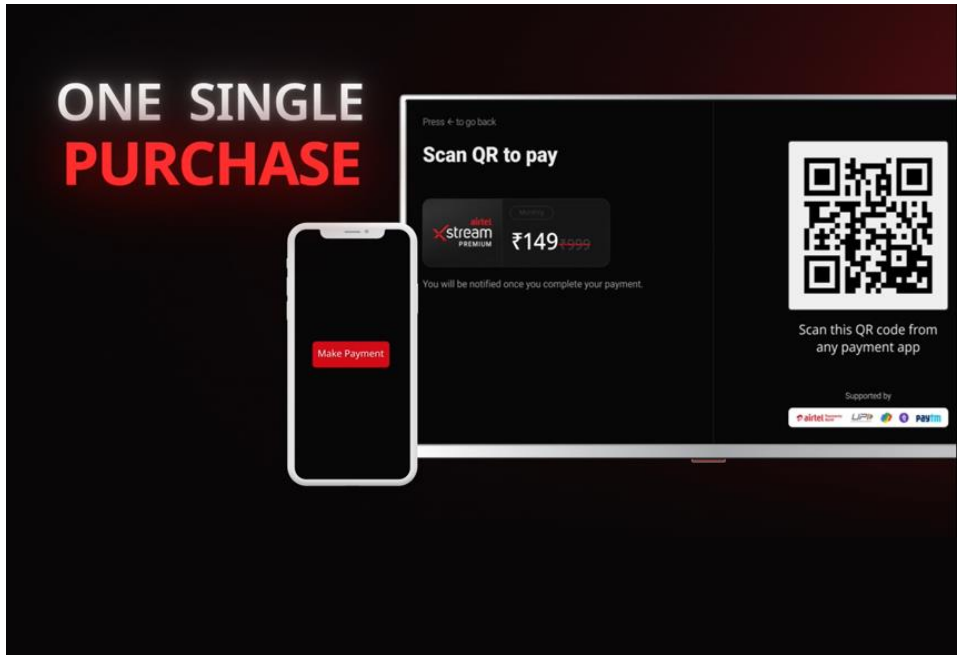
Gross Total = Plan Details Total + Variable Details Total	84971
Payout for the Month = Gross Total + Penalty for the Month Total	84971
GST 18%	15294.78
Total	100265.78

Quality customers

Entertainment key thrust area

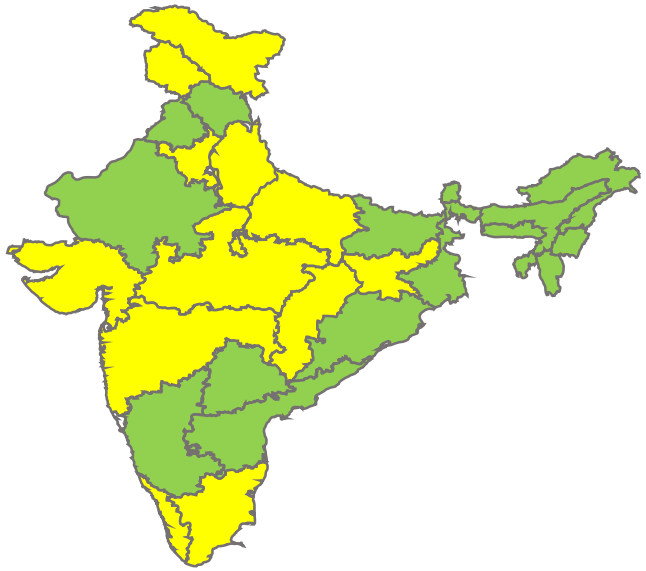
Largest content aggregation; Single sign on

Seamless customer journeys



Quality customers

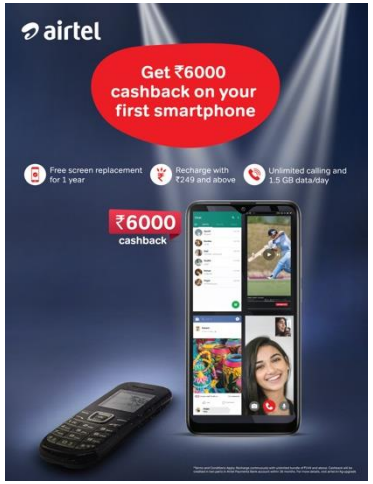
Mobile – Expansion

	2021	2022
		
Network Towers	208,606	230,562
Circles with Sub-Ghz	10 Circles	All 22 circles

Quality customers
Differentiation

RAISE THE GAME

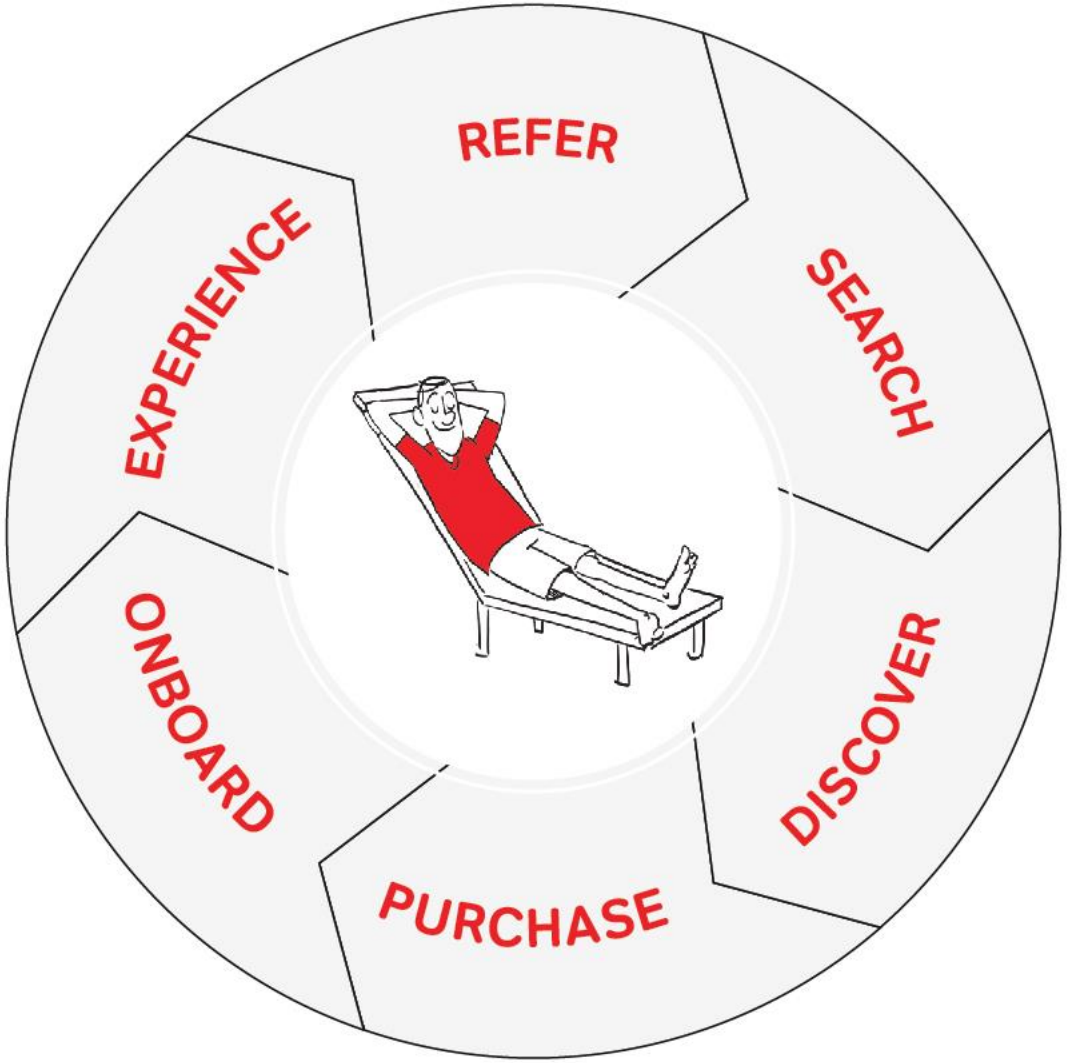
Propositions



Aspirational brand

Our strategy

Our Omni Channel Experience Flywheel

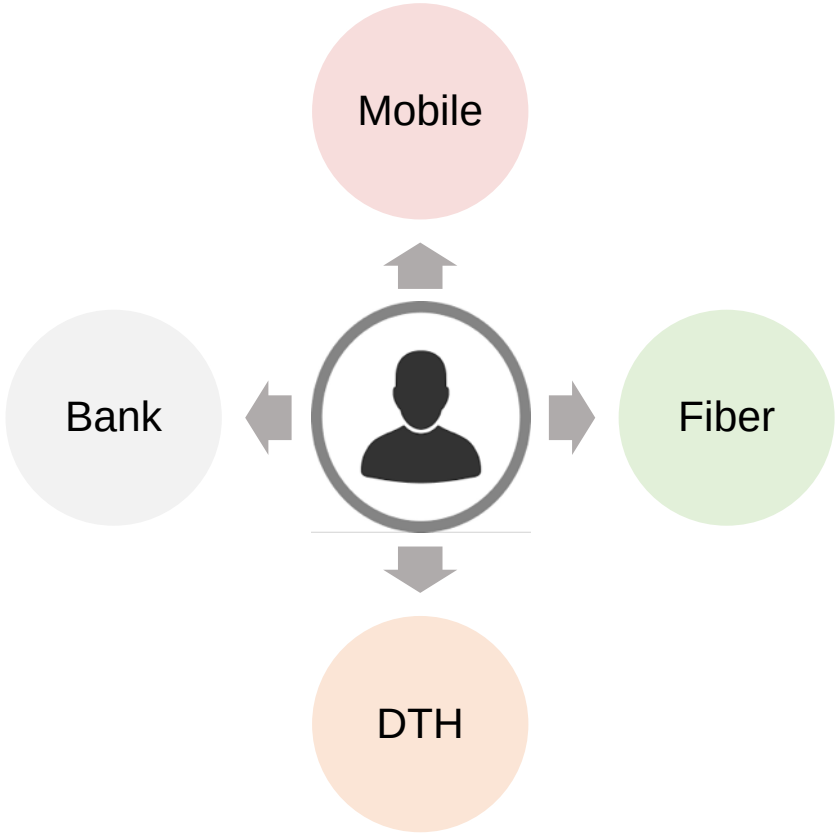


Omni Channel Experience

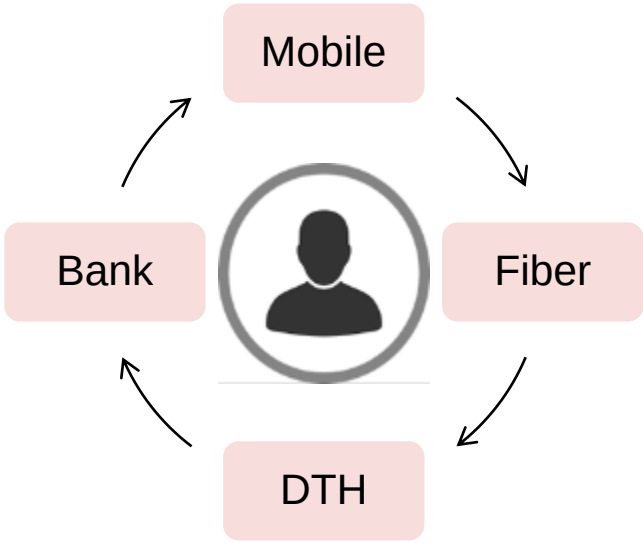
One view of the customer

SEARCH DISCOVER

From: A business specific Customer View



To: 'One Airtel' view of the customer



One CLM. One Experience. Omni Channel

Data science powered segmentation

Omni Channel experience

One view of our Go to market

PURCHASE ONBOARD

From: A Business specific go-to-market

MOBILITY DISTRIBUTOR — Traditional Trade

DTH DISTRIBUTOR — Traditional Trade. Modern Trade

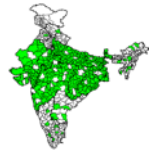
RWA — Broadband Direct sales channel

STORES — Serves Customers in the Catchment

B2B — Combination of Own/Partner led model

To: A One Airtel go-to-market

Digital channel



Integrated Mass Retail channel

Direct to Consumer channel

B2B Channel : Own sales model

Brilliant experience

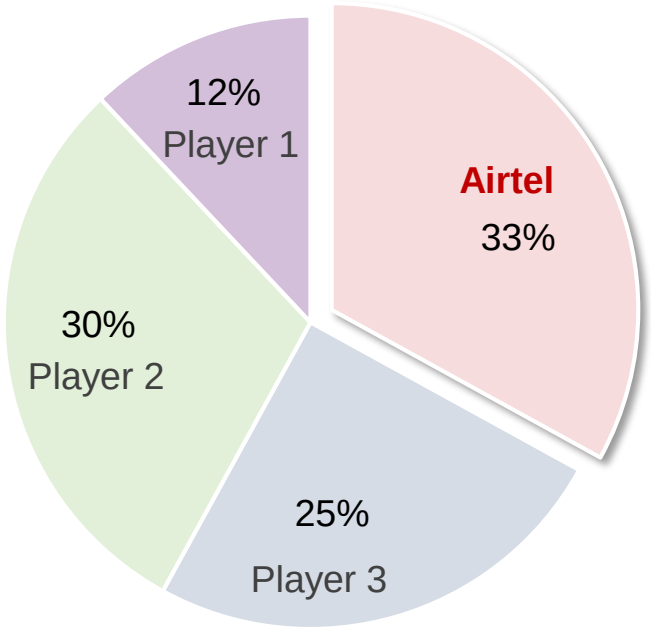
Network experience

EXPERIENCE | REFER

Our Spectrum

Band	Footprint	Holding per Circle
Low Band	Pan India	5 – 10 Mhz
Mid Band	Pan India	15 – 25 Mhz[1]
High Band	Pan India	30 – 40 Mhz

Share of Spectrum



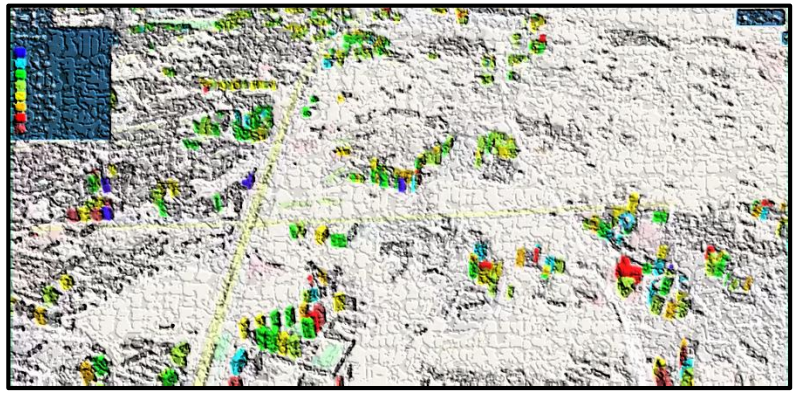
1. *Except for Kolkata (10 Mhz)*

Brilliant experience

State of the art network tools

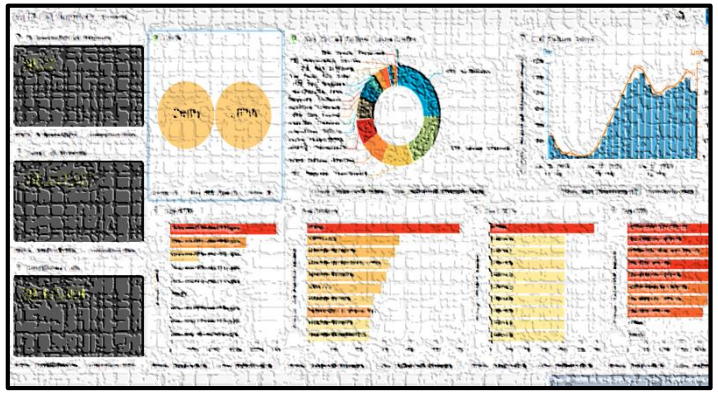
EXPERIENCE REFER

Data Experience



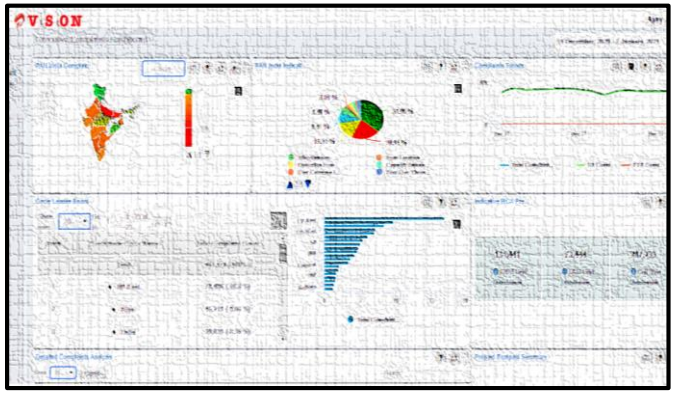
Grid → Cluster → Customer level

Voice Experience



VoLTE and VoWiFi analytics

Single Pane of Glass



Singular view; Automated root cause analysis

Omni Channel experience

Obsession with experience

EXPERIENCE REFER

Leveraging the best of technology

Speech analytics

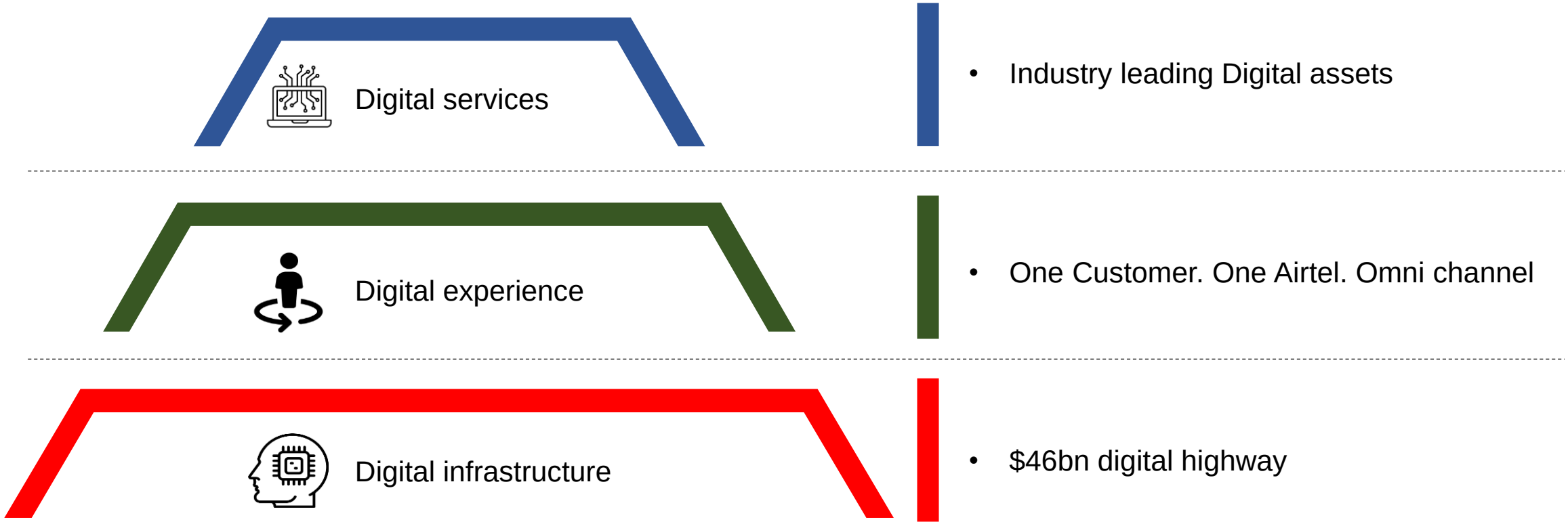
AI Ops in Customer care

Building Virality at every touch point

Our strategy

Airtel : What we have built

Compelling Capabilities : Digital at our Core



- Industry leading Digital assets
- One Customer. One Airtel. Omni channel
- $46bn digital highway

Services at scale

We believe that we can now monetize these digital services

RAISE THE GAME

Cloud Communications

airtel iQ

Data Centers

nxtra by airtel

Security & Cloud

Forcepoint radware G Suite aws CISCO

Adtech

airtel ads

Payments

airtel Payments Bank

Digital marketplace

OTT Entertainment

Financial services

Services at scale

We are well-positioned in each of these adjacencies

RAISE THE GAME

	Cloud Communication	Data Centers	Security and Cloud
Market size (FY25) and CAGR (22-25)	20,000 crore +36%	14,000 crore +22%	31,000 cr +26%
Why are we well positioned	**Airtel IQ** A core right for telco to win	 **Nxtra From Airtel** Preferred relationships, solid funnel	**Airtel Secure. Airtel Cloud** Marquee partnerships, CERT empanelment, SI capabilities
Early results	185+ marquee customers HDFC BANK, HAVELLS, SWIGGY	Working across hyperscalers	230+ brands onboarded BLACKBUCK, IDFC FIRST Bank, प्रयागराज

Market size as per internal estimates

Services at scale

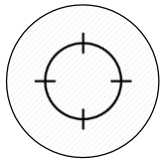
We are well-positioned in each of these adjacencies

RAISE THE GAME

	Adtech	Payments	Digital Marketplace
Market size (FY25) and CAGR (22-25)	31,000 cr +38%	300mn Financially underbanked	Large and unestimated
Why are we well positioned	**Airtel Ads** 184Mn MAUs, Owned-channel supply	**Airtel Payments Bank** Leverage 100M Thanks users, 8 Mn merchant base	**Scaled partnerships** Proprietary credit score; monetization capabilities, low cost of acquisition
Early results	135+ brands served Reckitt Benckiser, CRED, realme, blinkit	122mn+ customer base	Insurance, lending, content bundling launched

Note – Adtech market size as Dentsu Aegis Network report 2021
Cloud & security market size as per internal estimates

Summary



Well positioned as a portfolio : Businesses and Capabiities

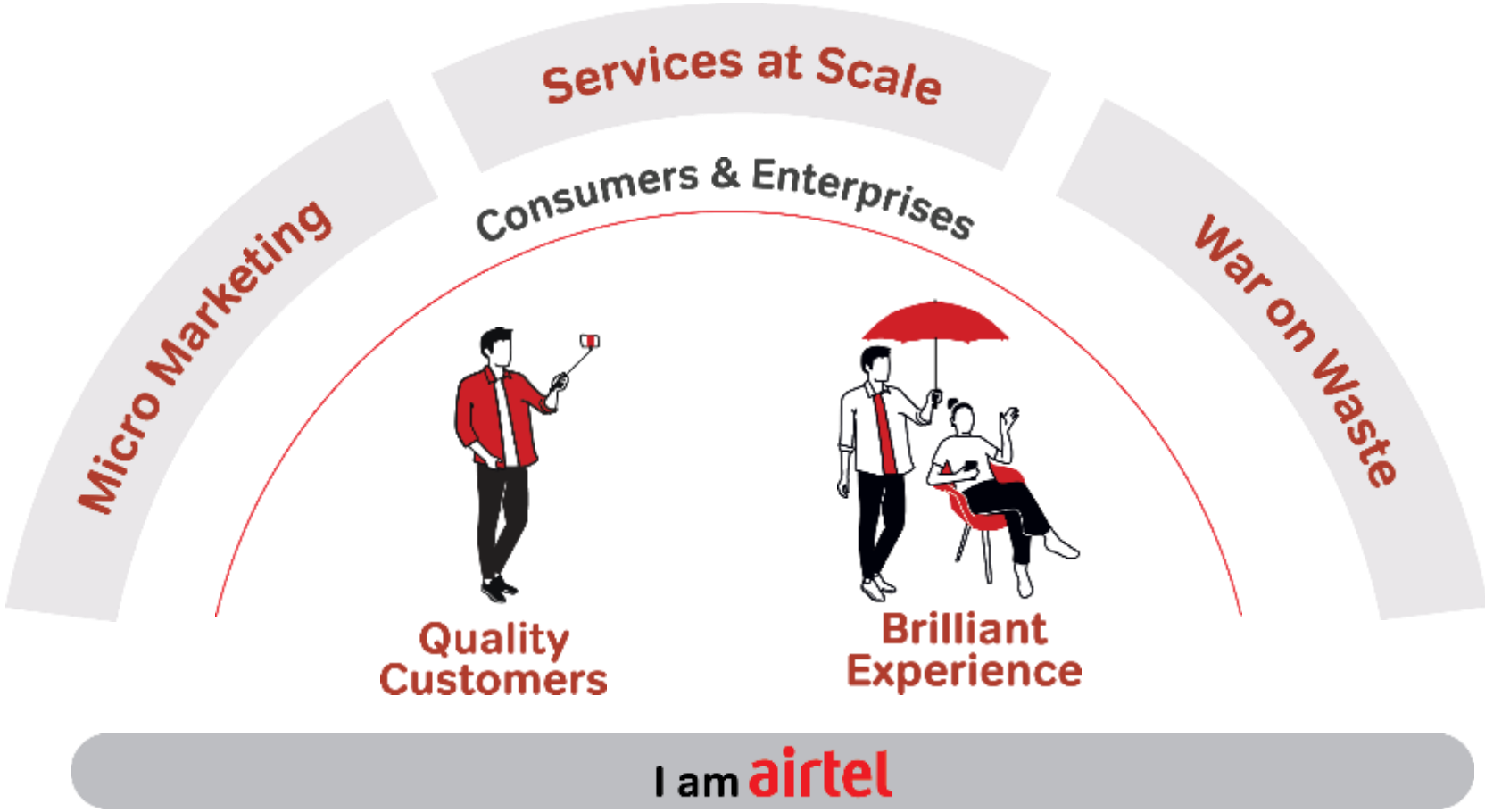
The opportunity is exciting and attractive

A Proven Execution model with a cohesive and simple strategy

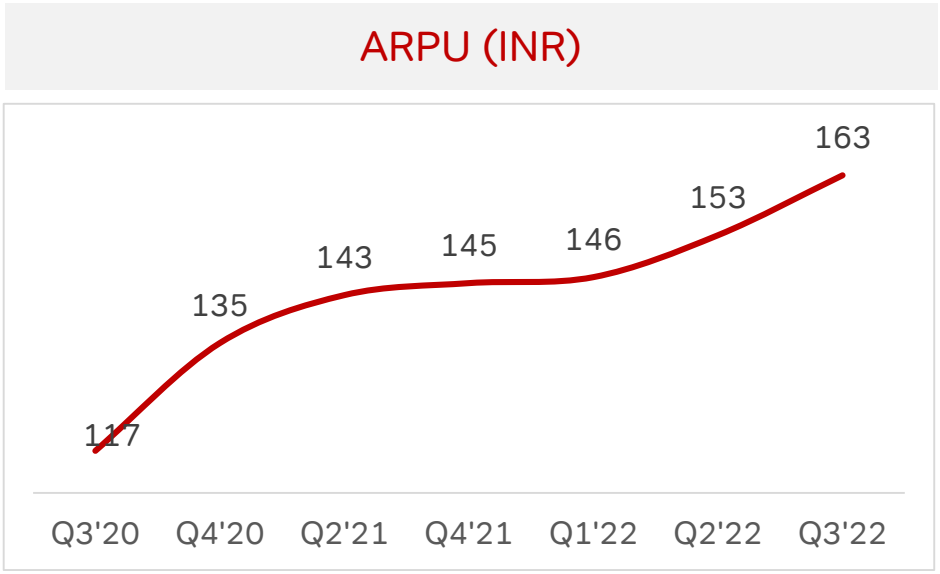
Now at a decisive cusp to become a strong digital services provider

Consumer Business

Our Strategy



Deliver Strong ARPU growths through Premiumizing our Customer Base



High Value Homes Customers

Mid-market Smartphone Customers

Feature Phone Customers

1. Upgrade to Airtel Black
2. Upgrade to Postpaid, Fiber & Converged Entertainment
3. Grow ARPU with Digital Engagement
4. Upgrade to Smartphones

ARPU (Rs INR) for Airtel Is recasted for termination revenue which have been reduced to 0 from Q4'21

Our Premiumization Agenda

High Value Homes Customers

Mid-market Smartphone Customers

Feature Phone Customers

1. Upgrade to Airtel Black
2. Upgrade to Postpaid, Fiber & Converged Entertainment
3. Grow ARPU with digitally engaged users
4. Upgrade to Smartphones

Key Enablers

Cutting edge Customer Lifecycle Management Capabilities

Omni-channel Capabilities

Aspirational Brand

Our Premiumization Agenda

High Value Homes Customers

Mid-market Smartphone Customers

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- Cutting edge Customer Lifecycle Management Capabilities
- Omni-channel Capabilities
- Aspirational Brand

Airtel Black

Win with Differentiation through Convergence

RAISE THE GAME

Customer 360

Sharp cohorts through Data Science

1

3 service users

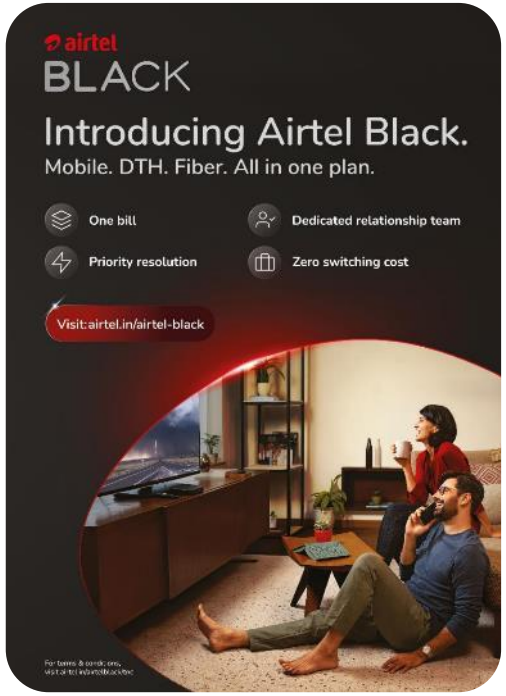
2

2 service users

3

Single Service users

Best-in-class Experience



Compelling Propositions

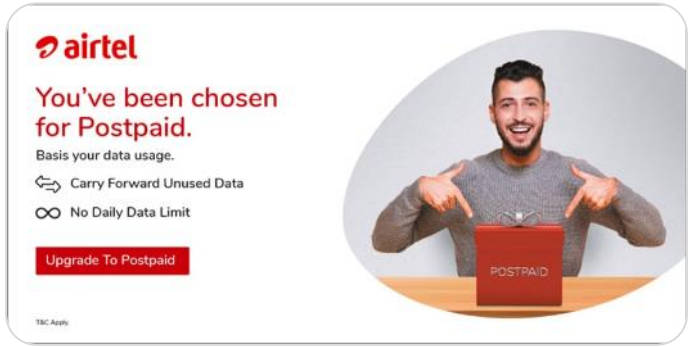
Postpaid

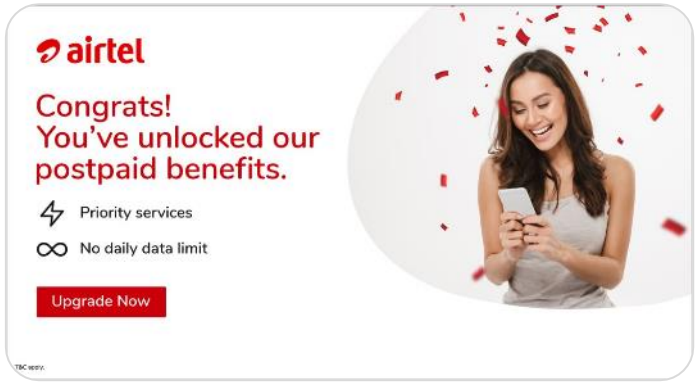
Upgrade through sharp targeting and easy upgrade online

Likely to Upgrade cohort identification

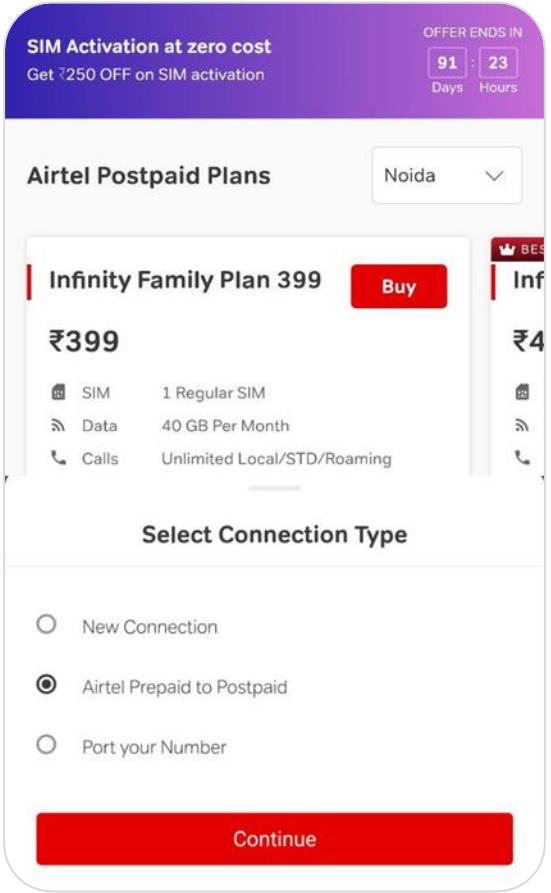
- Handset > Rs. 15000
- Credit Approved Users
- Advanced Financial Services users
- Phone number linked to utilities

Persuasion





Simple Upgrade Process



DTH

Experience on Converged TV | Switch customer through Own-Base

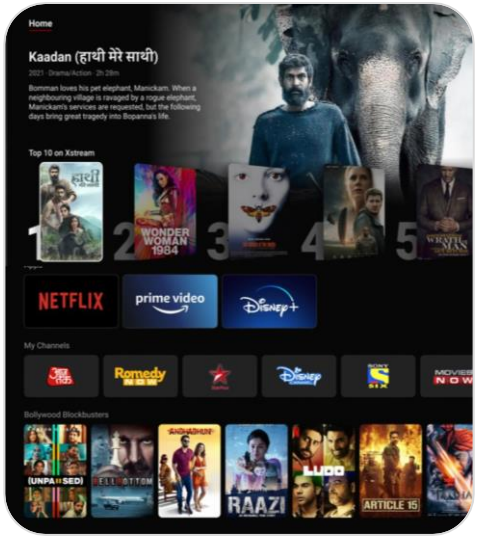
OTT + Linear

Converged viewing

Bundled Packs For Converged Content

Brilliant Viewing Experience

Single Sign-on



Great Value & Simplified payments

Our Premiumization Agenda

High Value Homes Customers

Mid-market Smartphone Customers

Feature Phone Customers

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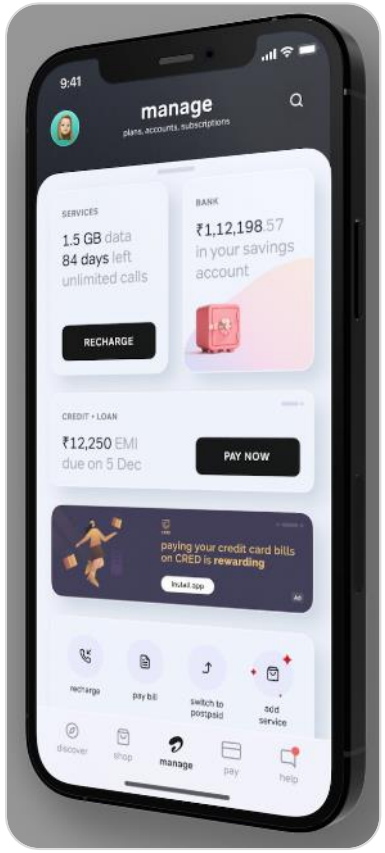
2. Upgrade to Postpaid, Fiber & Converged Entertainment
3. **Grow ARPU with digitally engaged users**
4. Upgrade to Smartphones

Key Enablers

- Cutting edge Customer Lifecycle Management Capabilities
- Omni-channel Capabilities
- Aspirational Brand

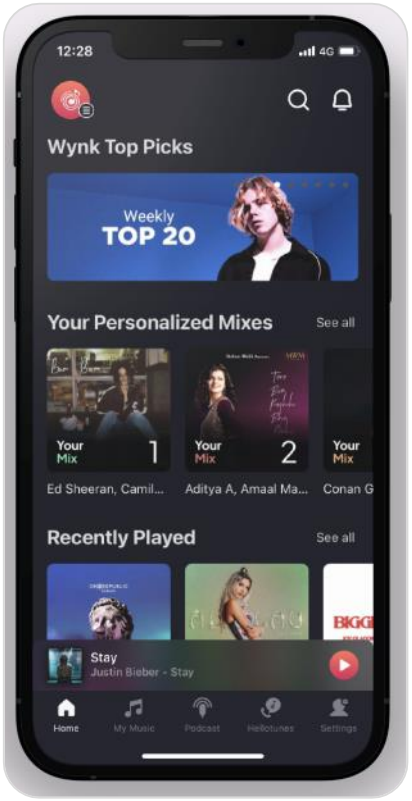
A loyal customer base engaged deeply with digital offerings

Thanks App MAUs



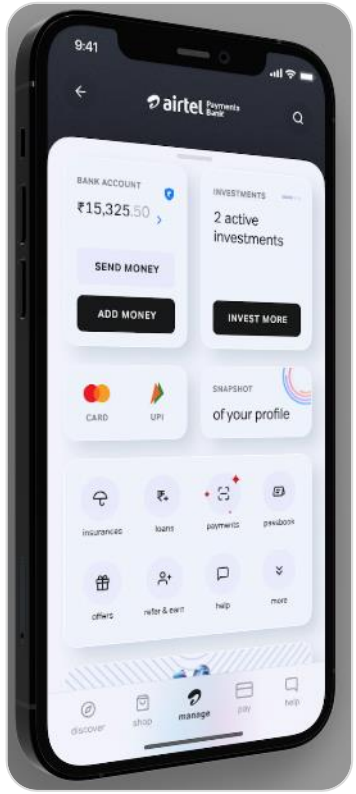
43Mn Jun'19 | **74Mn** Jun'20 | **102Mn** Dec'21

Wynk MAUs



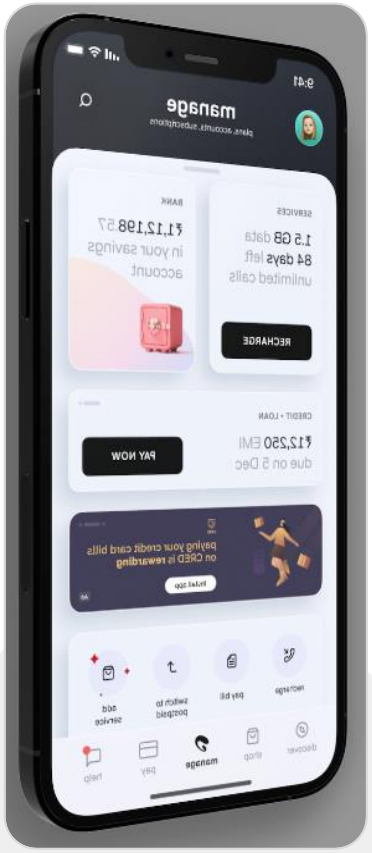
24Mn Jun'19 | **51Mn** Jun'20 | **71Mn** Dec'21

Payments Bank MTUs

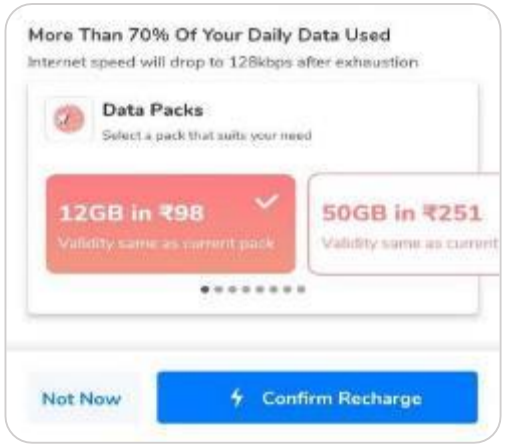


8Mn Jun'19 | **18Mn** Jun'20 | **32Mn** Dec'21

‘Real-time’ & ‘trigger-based’ marketing for ARPU growth

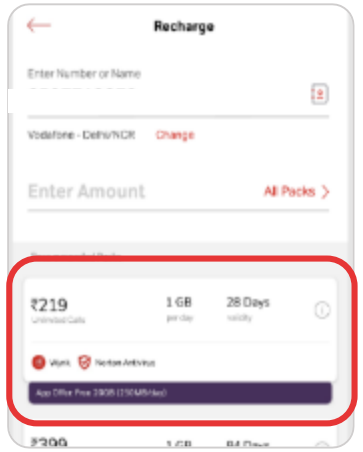


Real Time Triggers

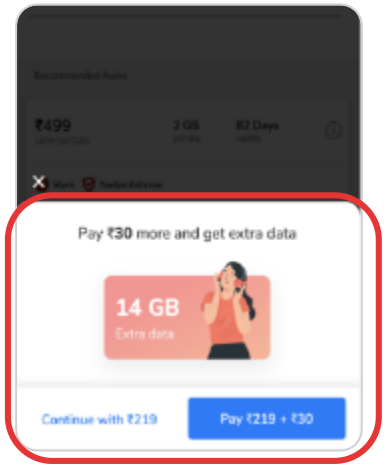


Real Time data threshold alerts

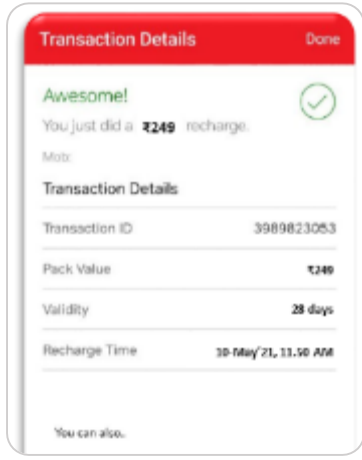
Contextual Pop-ups



Customer selects pack



Upgrade suggested at checkout



Contextual messaging leads to adoption

3 revenue streams driving upgrades

Data Pack | Content Bundles | Incr. Bundle Upgrades

Our Premiumization Agenda

High Value Homes Customers

Mid-market Smartphone Customers

Feature Phone Customers

1. Upgrade to Airtel Black
2. Upgrade to Postpaid, Fiber & Converged Entertainment
3. Grow ARPU with Digitally engaged users
4. Upgrade to Smartphones

Key Enablers

- Cutting edge Customer Lifecycle Management Capabilities
- Omni-channel Capabilities
- Aspirational Brand

Network of Choice for Smartphone Users

RAISE THE GAME

Differentiated Offering for all Customer types

Wynk Music Bundles

Airtel Xstream OTT Bundles

Insurance Bundles

Bank Wala Sim

Lead with Network Experience to create a loyal customer base

98%

Active base% of total base*

LOWEST CHURN TELCO

Lead with Technology Innovation

1st to launch VoWiFi

Best Gaming Experience**

5G Ready Network

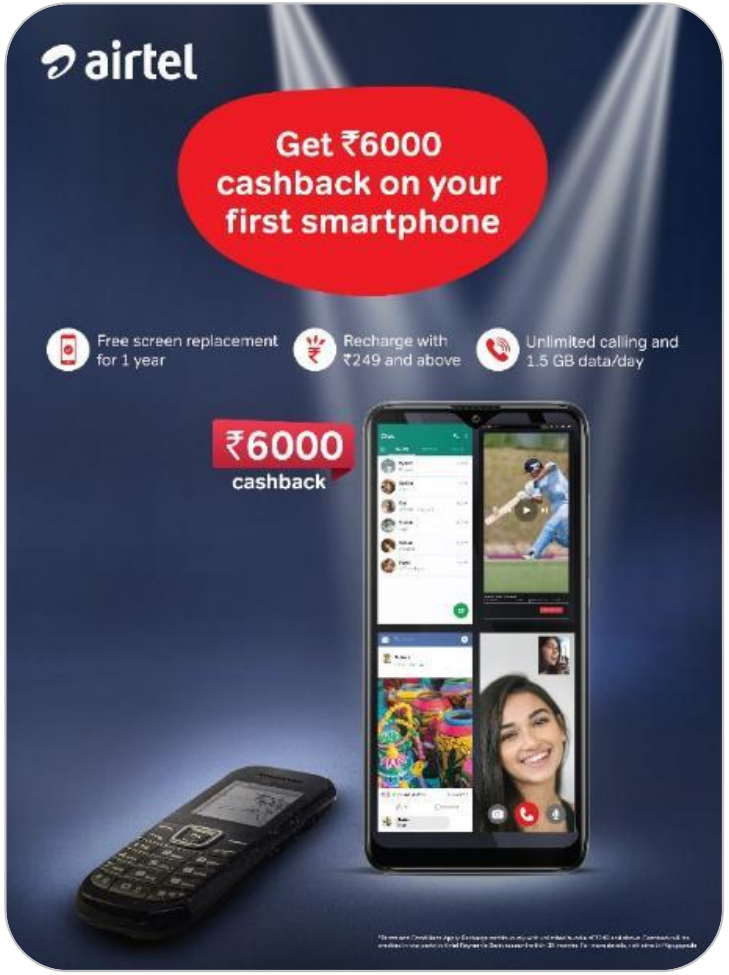
*As per TRAI Report

**As per Open Signal's Mobile Network Experience Report : Sept 2021

Upgrade the Feature Phone Users

Mera Pehla Smartphone Program

Loyalty Cashback



New Device platform

Device Lock Platform

Upfront Cashbacks

Universal Offering

SAMSUNG · mi · ONEPLUS · oppo · NOKIA · vivo · GiONEE · HUAWEI · LAVA · lenovo · ASUS

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Key Enablers

Cutting edge Customer Lifecycle Management Capabilities

Omni-channel Capabilities

Aspirational Brand

Cutting Edge AI-ML and Customer Lifecycle Management Tools

Powering Retention and ARPU

Single View of Airtel Customers

Omni-channel connect
based on customer preference

AI-ML based rule engine
driving LTV growth

Segmentation and sharp shooting driving growth

Segment 1

Segment 2

Segment 3

Segment 4

Segment 5

Our Premiumization Agenda

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Key Enablers

- Cutting edge Customer Lifecycle Management Capabilities
- **Omni-channel Capabilities**
- Aspirational Brand

Digitally Powered Channels to serve our businesses

Two Channels Types across businesses

High Value Businesses

Mass Businesses

Bank

Direct to Customer

Indirect – Mass Retail

With Omni-channel capabilities

All Airtel services

Connecting Online & Offline

Micro-Marketing

Digital tools for Productivity

Micro-marketing & Sales-Force Automation - Core to our channel strategy

Micro-Marketing

Mass Retail

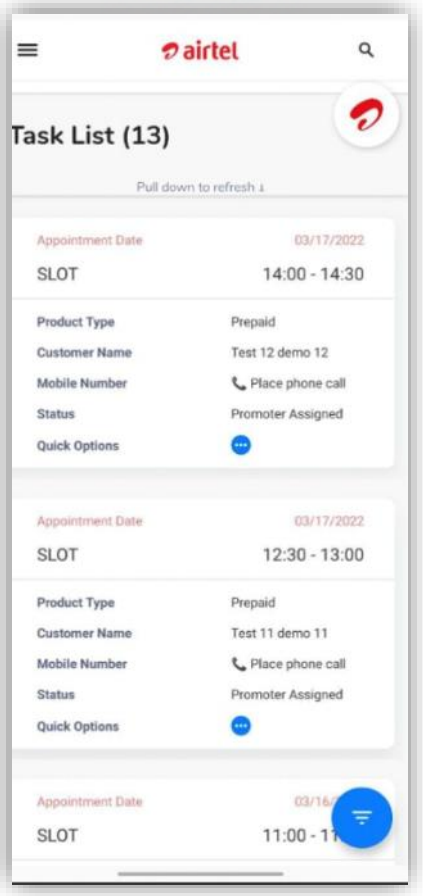
Grids Way-of-Working

Direct-To-Customer

Catchment Marketing

Sales-Force Automation

work



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Key Enablers

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- Omni-channel Capabilities
- Aspirational Brand

Built one of the Strongest Consumer Brands in India

RAISE THE GAME

Consistently ranked among the
Most Trusted Brands in India

BRANDS

Here is how Airtel, TCS and Asian Paints continue to win consumer trust despite challenging times

TELECOMTALK NEWS VOICE & DATA BROADBAND DTH & CABLE MOBILE & TABLETS REVIEWS

Bharti Airtel is the most trusted telecom brand in India: Survey

Business

Airtel ranked No 1 service brand

Differentiation led by Care & Innovation

With an obsession of serving customers needs better, everyday…

RAISE THE GAME

Our Purpose

Customer Service is paramount

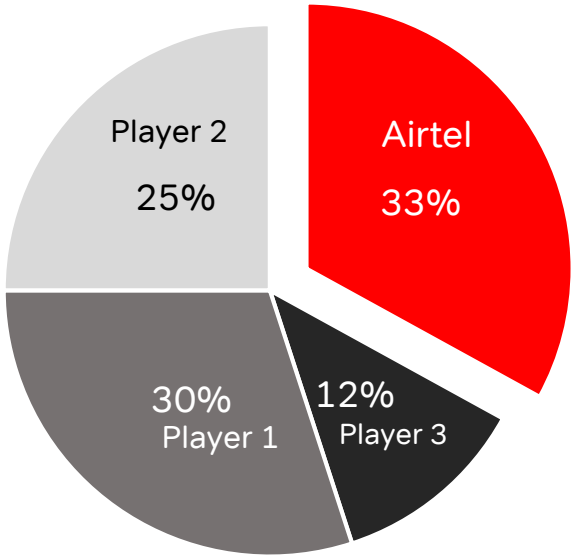
Transparency with Customers

Network

25th March 2022

Best Spectrum holding in the country

Spectrum share



Maximum share of liberalized spectrum

Healthy mid-band range spectrum

Sub Ghz spectrum pan-India

Low-band (5-10Mhz)	Mid-band (15-25Mhz)^	High bands (30—40Mhz)

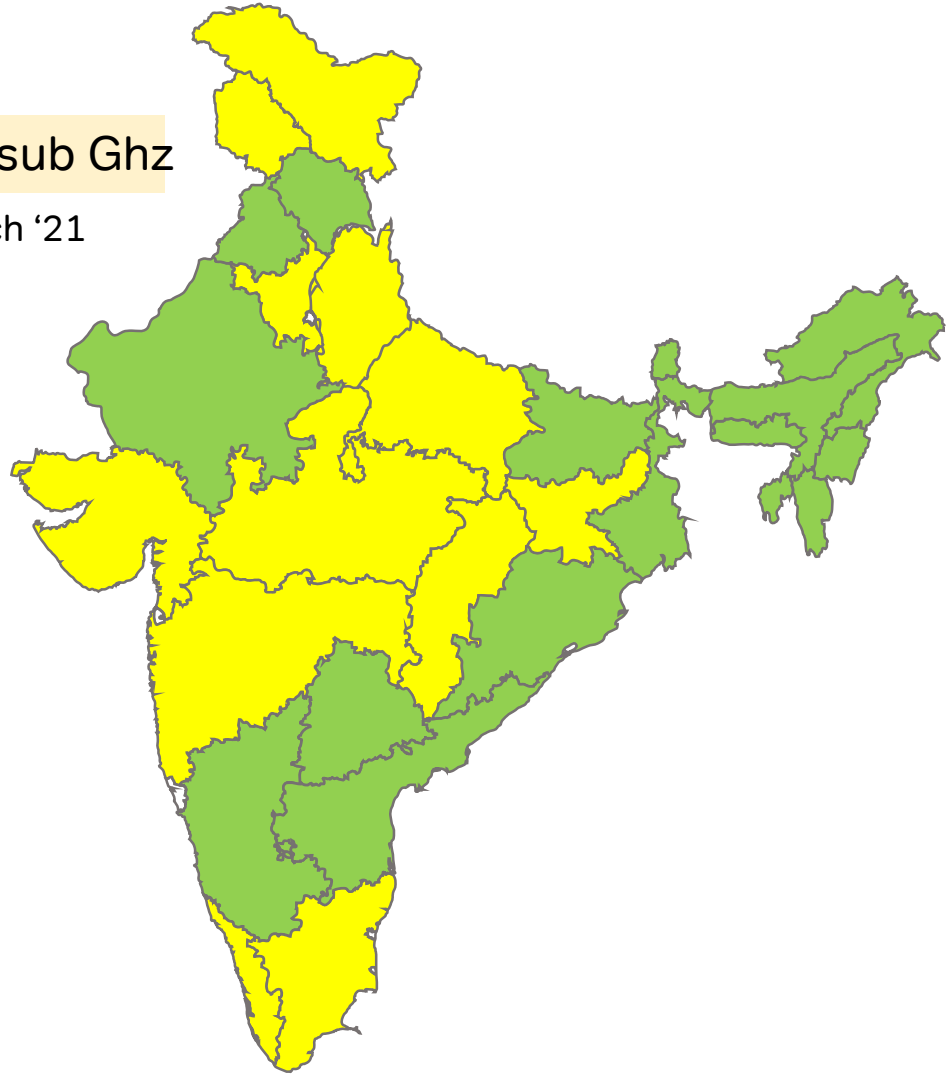
Highest mid-band range among competition

^ *Except for Kolkata (10 Mhz)*

Deeper and wider coverage pan-India with Sub Ghz

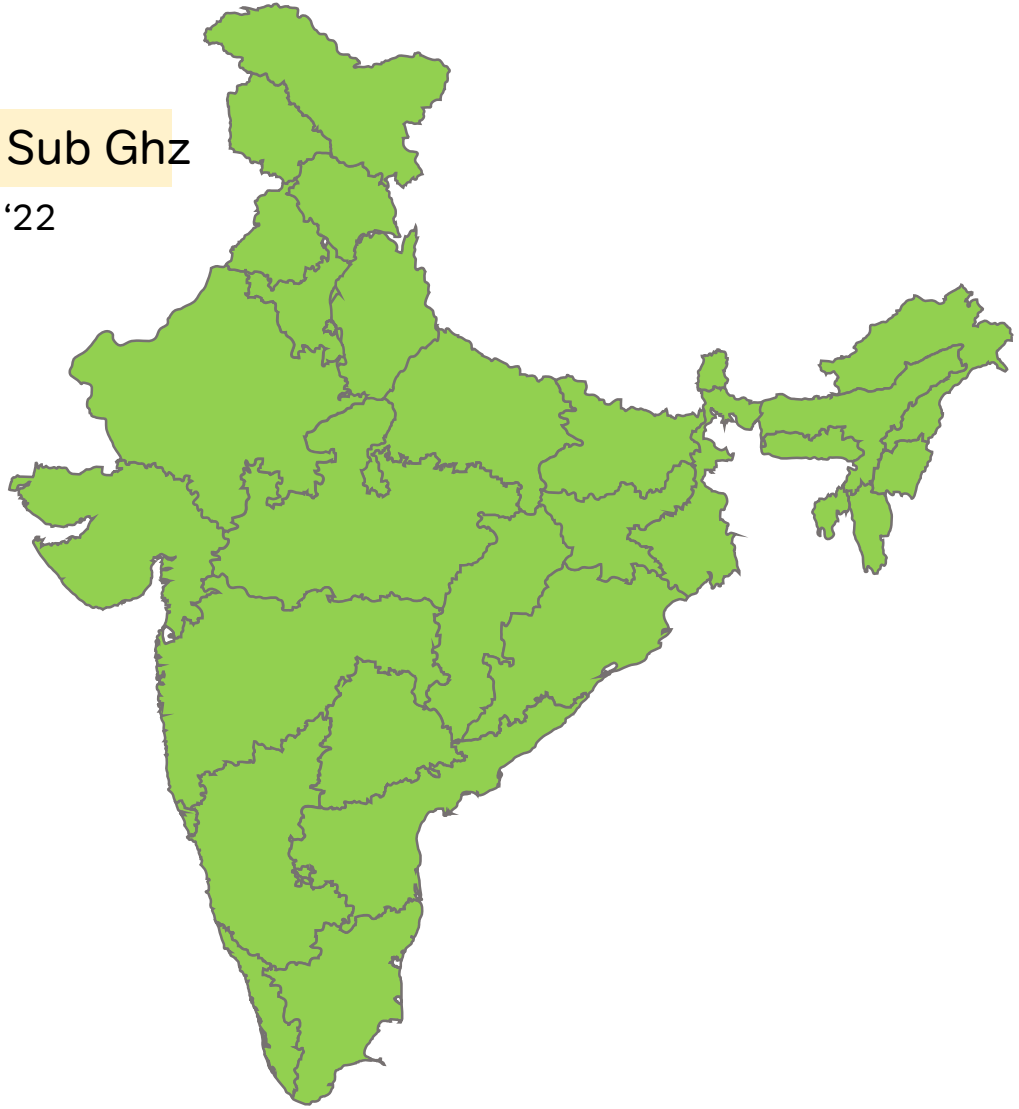
Pre-sub Ghz

March ‘21

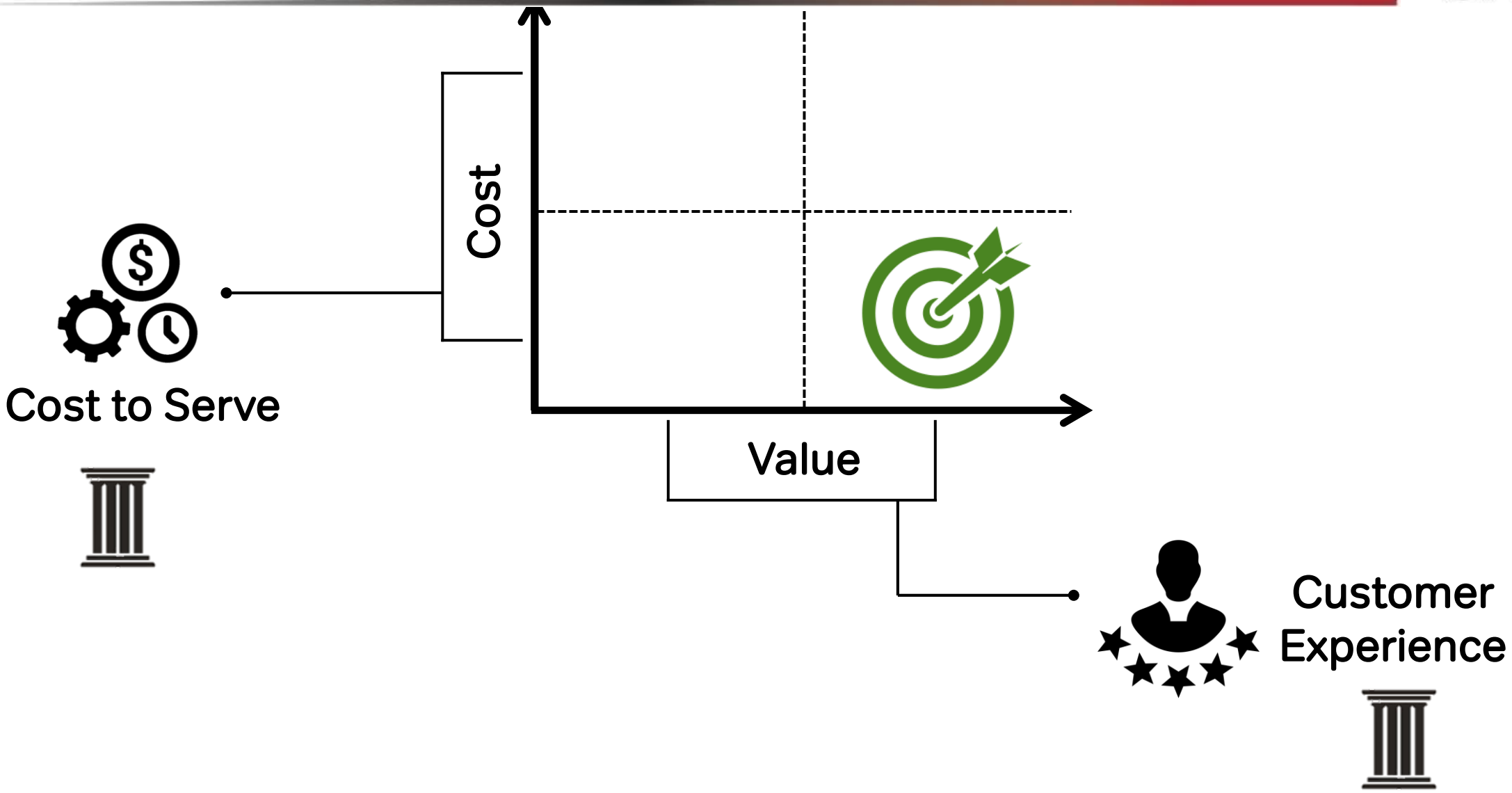


Post Sub Ghz

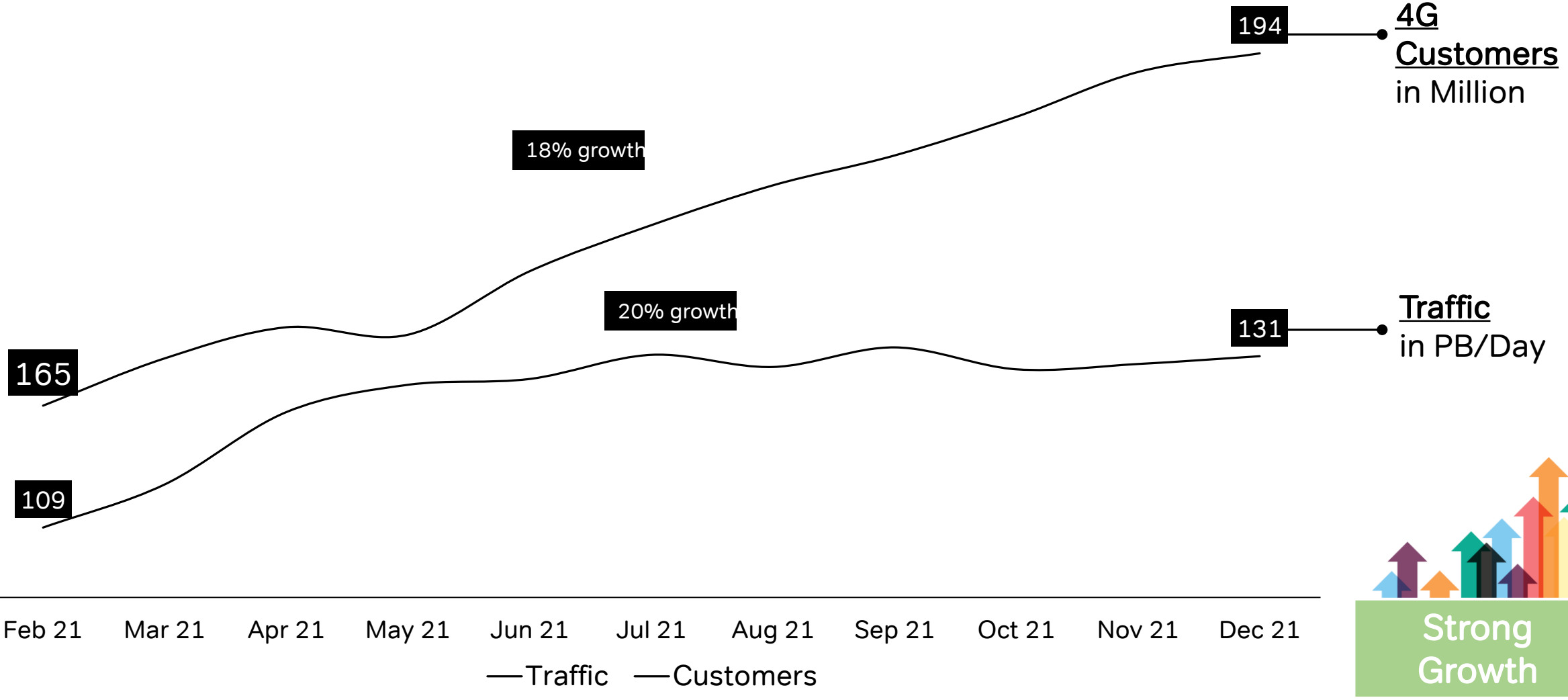
March ‘22



Our pillars

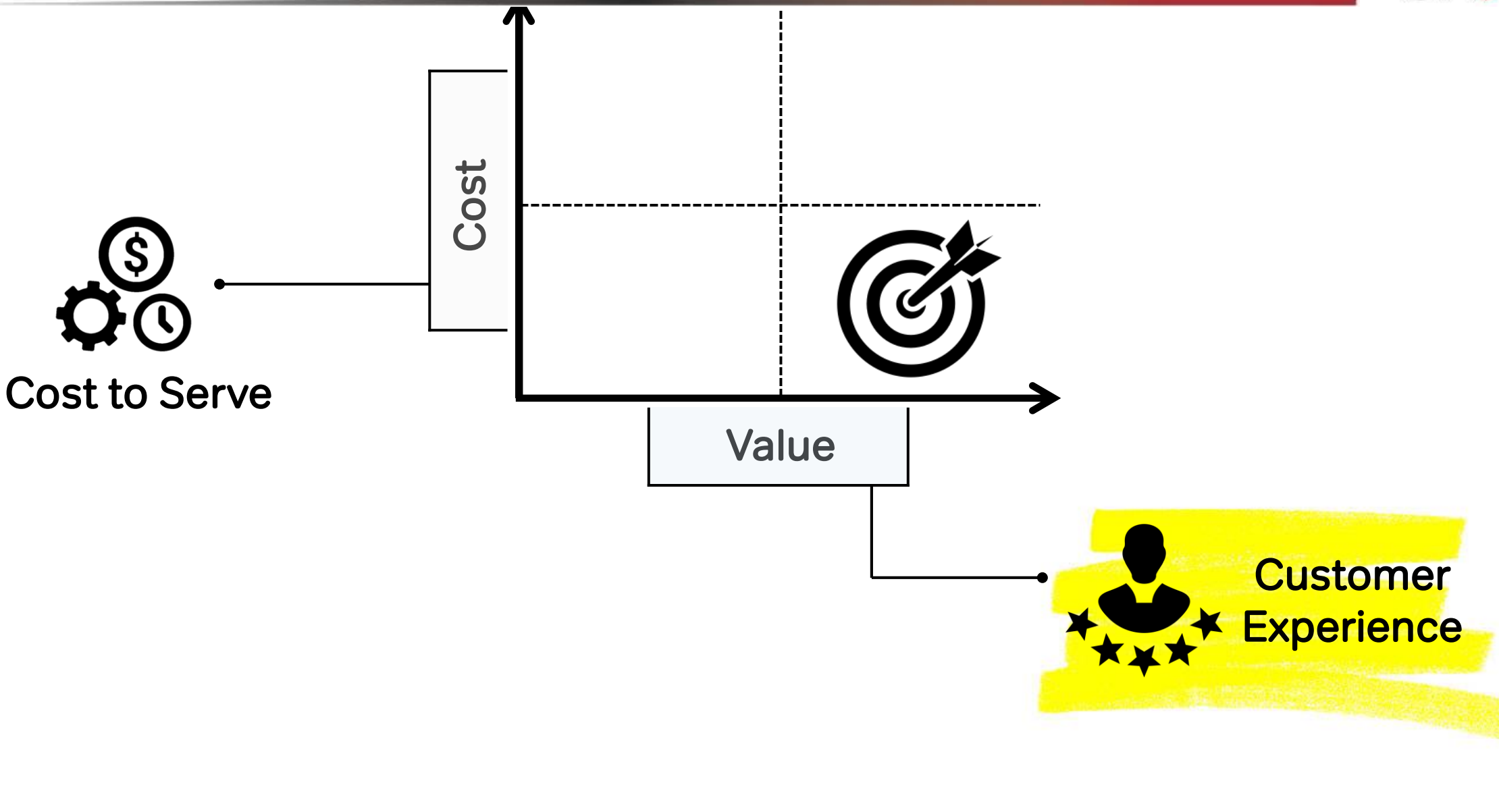


Growth Journey of Mobility Network



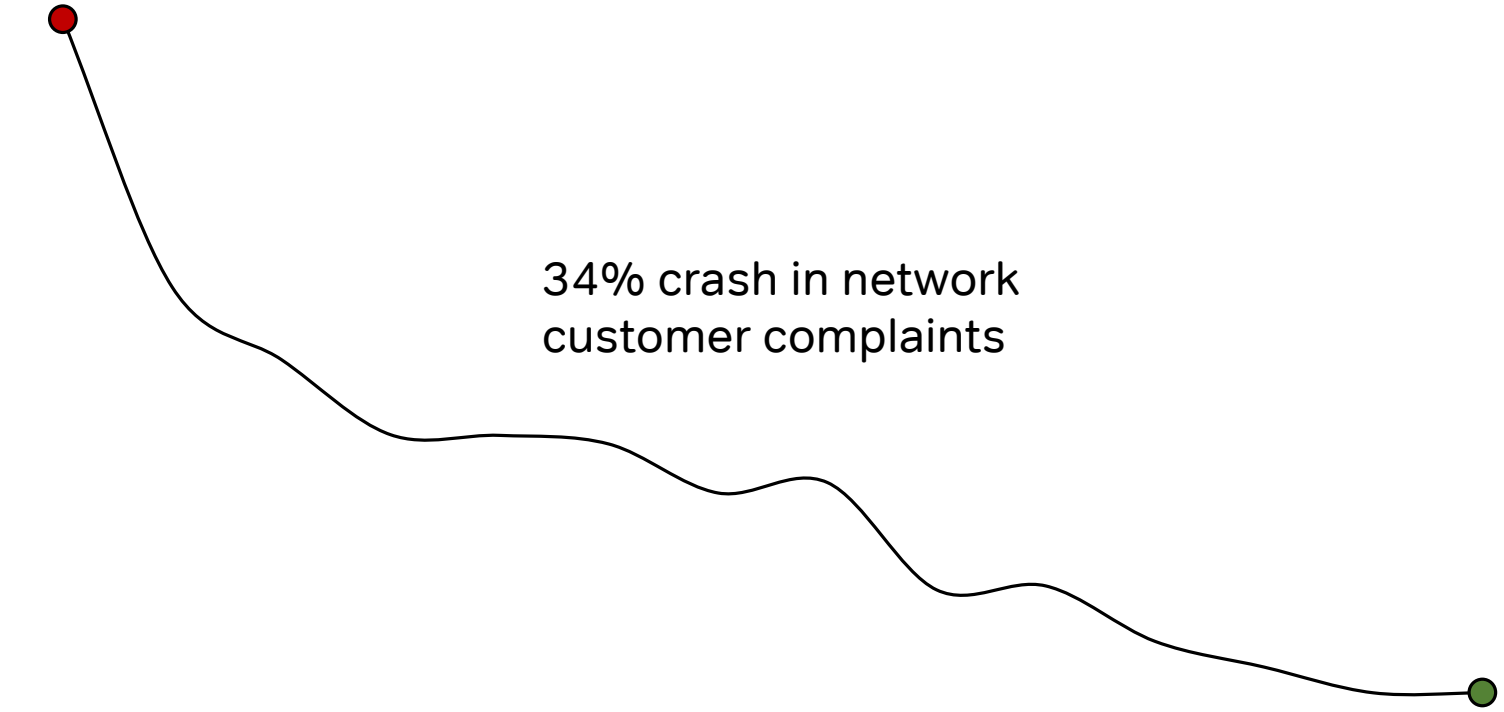
Strong Growth

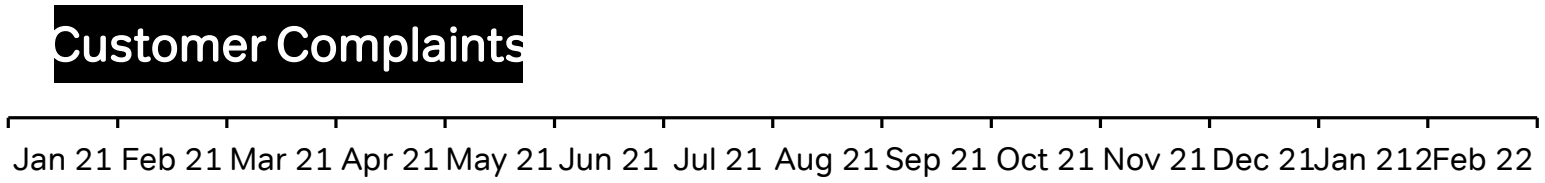
Customer Experience Leadership



Direct Measure of Customer Experience

Customer Complaints



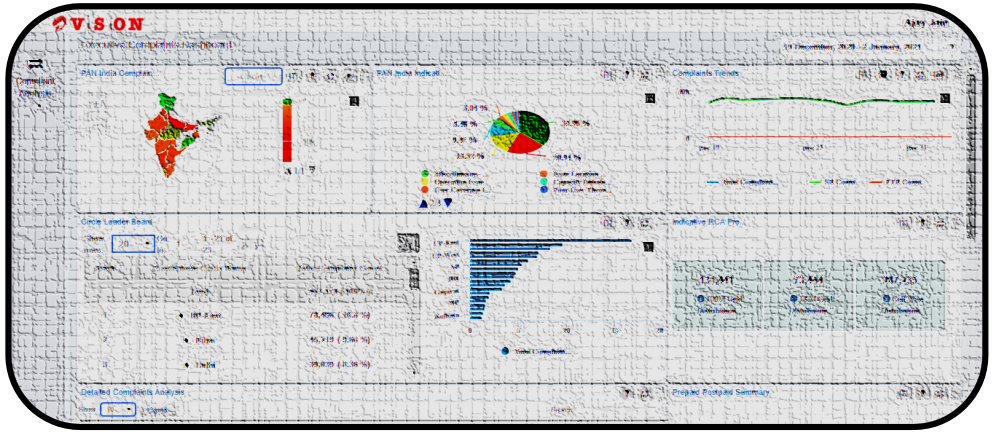


Initiatives for reducing Customer Complaints

- Focused Root Cause Analysis
- Plugged Operational Gaps
- Inculcate use of Tools
- Heavy use of AI ML based automation

Digital Complaint Handling

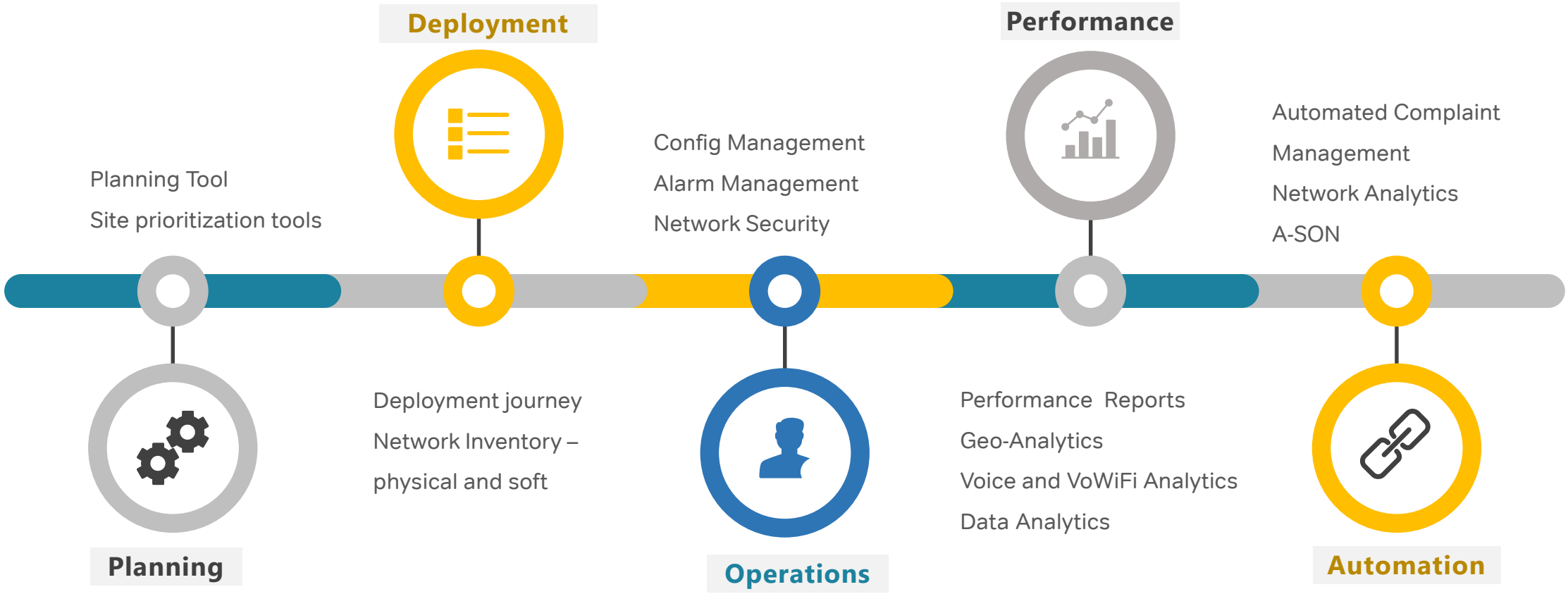
Automated Precision



360 degree view of the complaint

Customer touchpoints → **Capture Customer inputs** → **Root Cause Analysis** → **Actions & Resolution** → **Customer Communication**

Holistic view of the digital tools

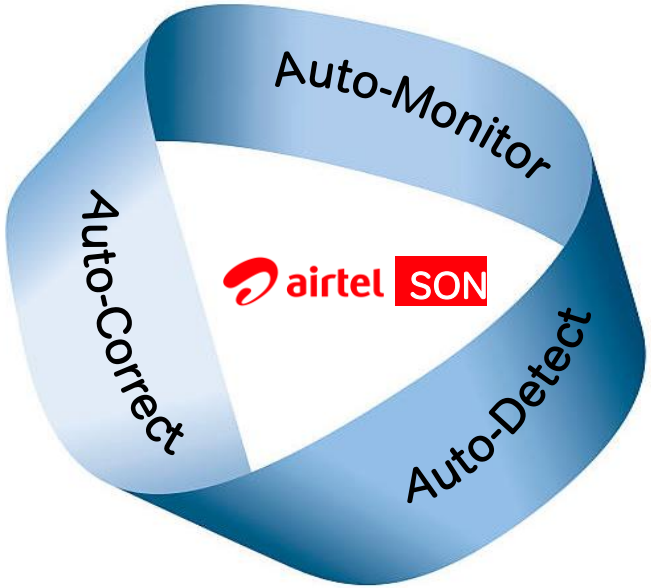


Self Optimizing Network (SON)

RAISE THE GAME

Mass scaled Use-cases

- Power Saving Feature (Cost)
- Duct Mitigation Feature (Experience)
- Auto-layer Balancing Feature (Experience)
- Auto-degradation Corrections (Experience & Cost)
- .... And more in pipe



CERTIFICATE OF AWARD

This Certificate Is Proudly Awarded To:

Bharti Airtel Limited (India)

In recognition of

Airtel SON (A-SON)

for winning

Innovative Mobile Service and Application Award

at GTI Awards 2022

March 2022

GTI secretariat

GTI AWARDS 2022

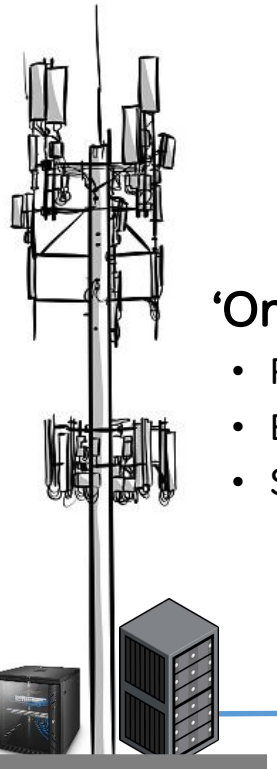
GTI

WiFi @ Home Experience

Experience value-chain

End to End Experience

- Video Calling
- Gaming
- OTT experience



‘One Airtel Org’

- Planning convergence
- Better Optimization
- Stronger Control

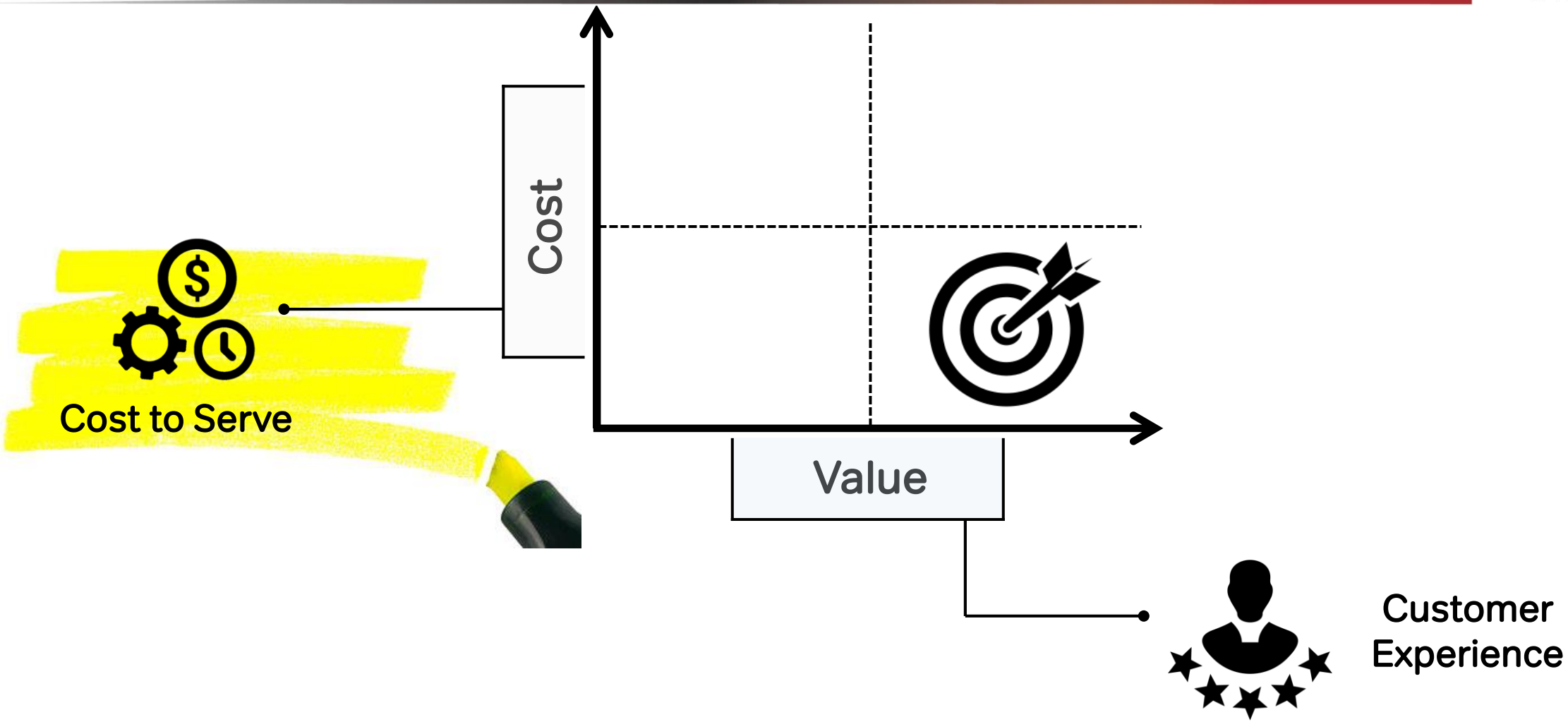
Home Delivery Experience

- Installation & Fault Repair
- Multi-Services under one roof

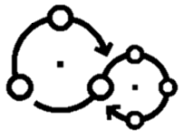
In-Home Experience

- Coverage Analysis
- Experience analytics
- Plug coverage gaps

Cost Leadership



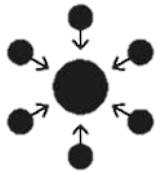
Driving lower cost through efficiency



Pooled software licenses
Hardware efficiency

Smart spectrum usage

Smart site planning



Converged core

Single efficient charging system (IN)

Architectural interventions to sweat our assets

5G

The Promise

Extremely High Speeds
(eMBB)

Ultra Low Latency
(URLLC)

Concurrency
(mMTC)

5G Trials

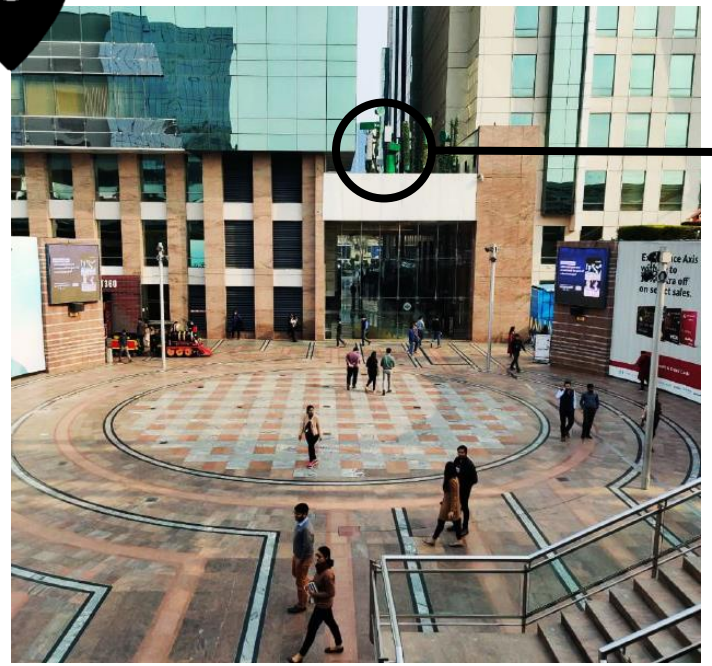
5G Trials

- **Sub 6**
  3500 MHz
- **mmWave**
  26 GHz
- **Rural**
  Coverage Test

5G Trials

- **Sub 6**
  3500 MHz
- **mmWave**
  26 GHz
- **Rural**
  Coverage Test

Cyber Hub, Gurgaon, HR



Zoom In
of Radio Units

1.47 Gbps	120 Mbps	10 - 12 ms
Peak Downlink	Peak Uplink	Latency

5G Trials

- **Sub 6**
  3500 MHz
- **mmWave**
  26 GHz
- **Rural**
  Coverage Test

Test #1

Location	Airtel, Gurgaon
Band	26 GHz
BW	800 MHz (8CC)
Config	NSA
Device	WNC Router

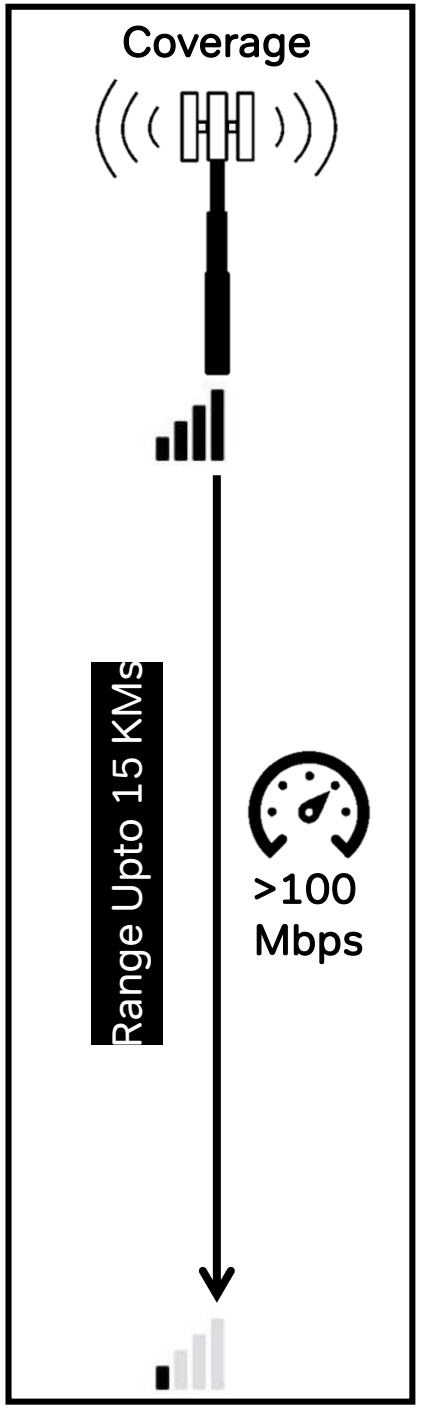
Test #2

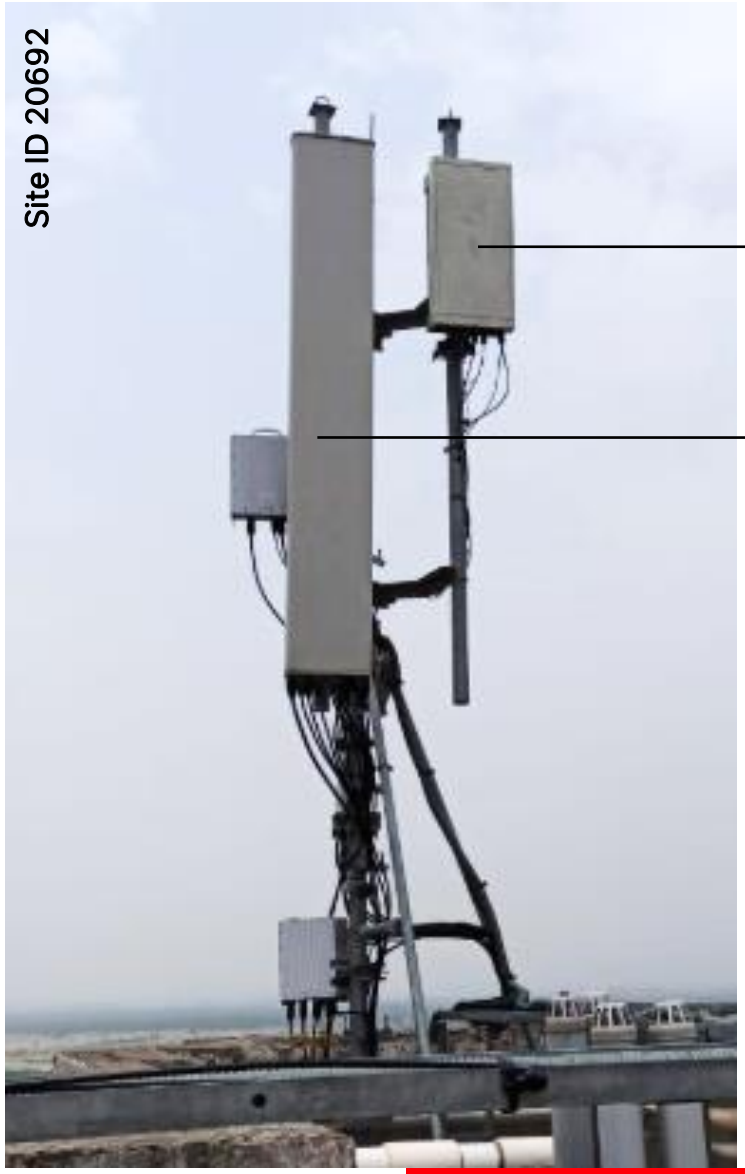
Location	Airtel, Bangalore
Band	26 GHz
BW	400 MHz (4CC)
Config	NSA
Device	5G Mifi

Peak Downlink Speed

5G Trials

- **Sub 6**
  3500 MHz
- **mmWave**
  26 GHz
- **Rural**
  Coverage Test

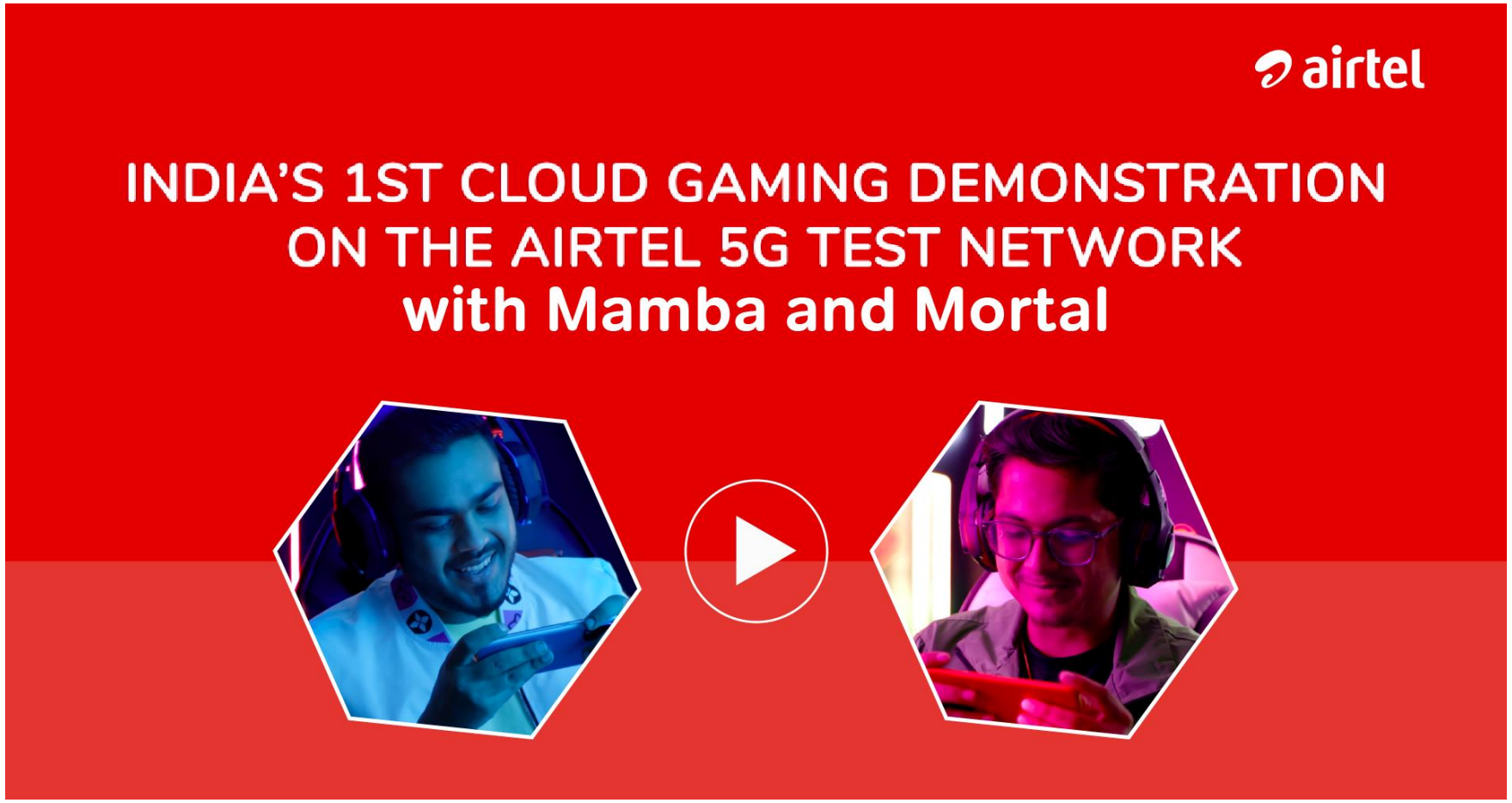




Site enabled with 15 KMs **Coverage Extension**

5G usecase

Cloud gaming



Mortal and Mamba enjoyed the thrilling session on smartphones connected to 3500 MHz high capacity spectrum band

The 5G test network delivered **speeds in excess of 1 Gbps and latency in the range of 10 milliseconds**

5G Enterprise usecase

Experience testing at Airtel 5G lab

Warehouse/Manufacturing

Drone based Smart Inventory

Warehouse/Manufacturing

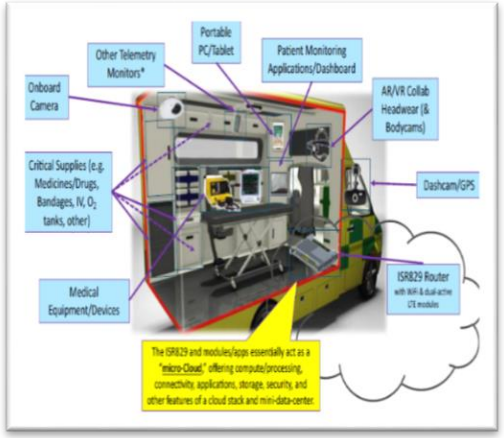
Anomaly Detection

Shipyard Operations

Digital Twin

Retail/E-commerce

AR Shopping



Healthcare

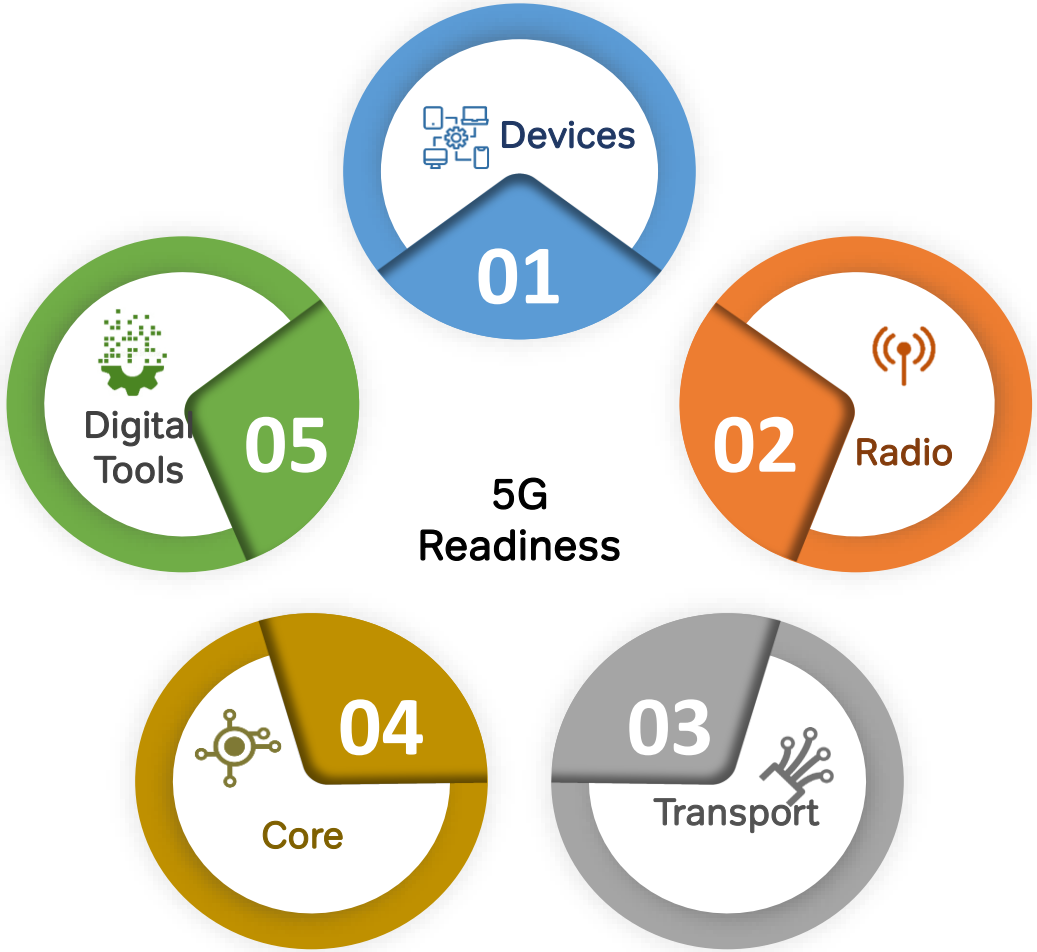
Connected Ambulance

Video analytics

Airport security surveillance

Airtel 5G Readiness

From lab to life



Infra Readiness

Airtel 5G Readiness

Devices

Devices

From Lab To Life

Accelerate OEM Device Compliance

As per Airtel 5G
network requirements

5G Device Guide

Airtel 5G recommended handsets
based on OEM Compliance

Testing Checklist

Connectivity, Enhanced Coverage,
Superfast 4G & Overall 5G Experience

Airtel 5G Readiness

Radio

From Lab To Life

Maximize Network Coverage

Minimize Total Cost of Ownership

Airtel 5G Readiness

Transport

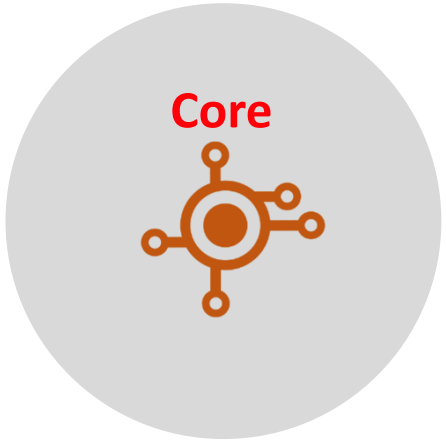
From Lab To Life

2 types of Transport Medium

- Fiberized sites
- MHz Microwave

Airtel 5G Readiness

Core



From Lab To Life

5G core ready

Airtel 5G Readiness

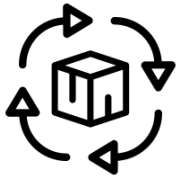
Digital Tool

Digital Tool

From Lab To Life

Planning

5G Planning
& 5G Site prioritization



Deployment Journey

Digitize NW inventory &
Deployment workflows

Site Acceptance

Zero touch Site Acceptance

Operations & Optimization

Configuration Mgmt., Alarm Mgmt.
& Network Security

Airtel 5G Readiness

Infra Readiness

Tower Strengthening
Readiness to load
5G equipment

Power upgrade
Readiness for higher
power consumption

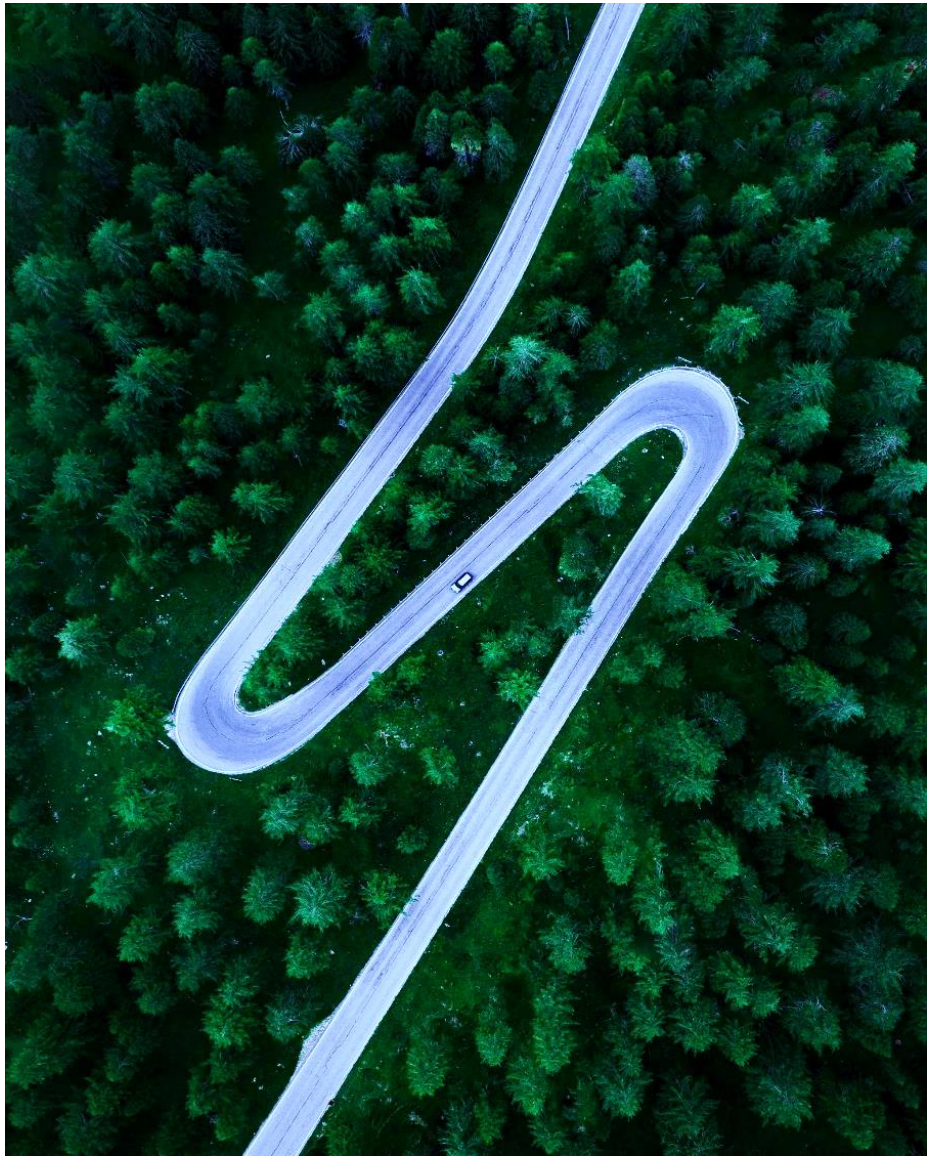
Mount Readiness
Additional mounts for antennas

Tower pre-feasibility
Checks completed

Tower Strengthening

Additional Mount

FY 2030 – 50% carbon emission reduction
FY 2050 – carbon net ZERO



7 AFFORDABLE AND CLEAN ENERGY

Crash carbon emission

Incorporate renewable energy

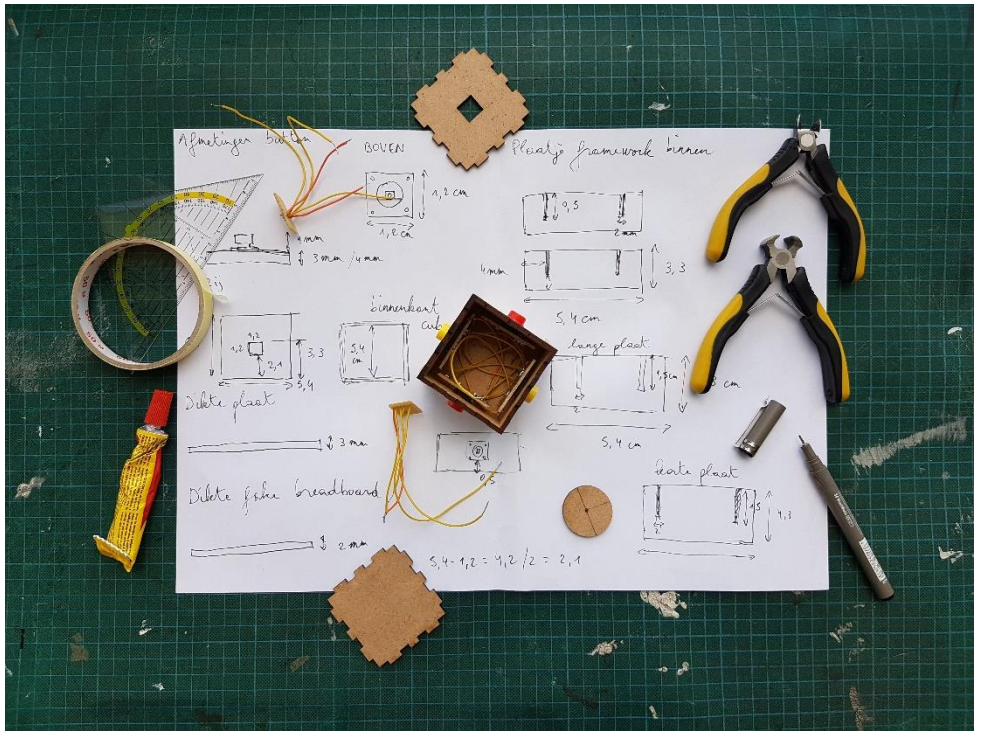
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Sustainable waste management

13 CLIMATE ACTION

Build climate-change combat plan

Principled approach



Taking responsibility of our footprint

Science-based assessment and targets

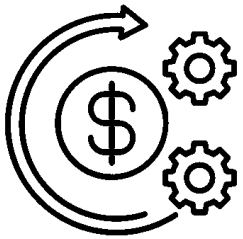
Investing in innovation

Policy advocacy with our partners

ESG Initiatives

Reduction Energy consumption

Massification of solar



Operationally efficient infrastructure

Captive solar plants

Digital

25th March 2022

RAISE THE GAME

Digital Experience

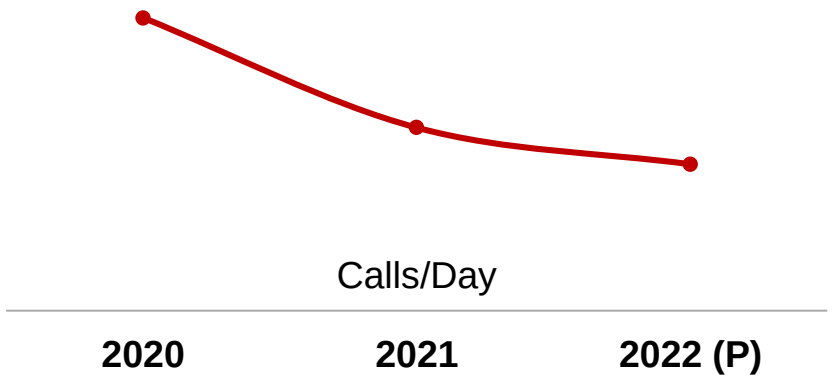
Digital Experience

Relentless focus on improving customer experience has led to great impact

Impact of Digital on Customer Experience

40% **Reduction in Network Complaints**

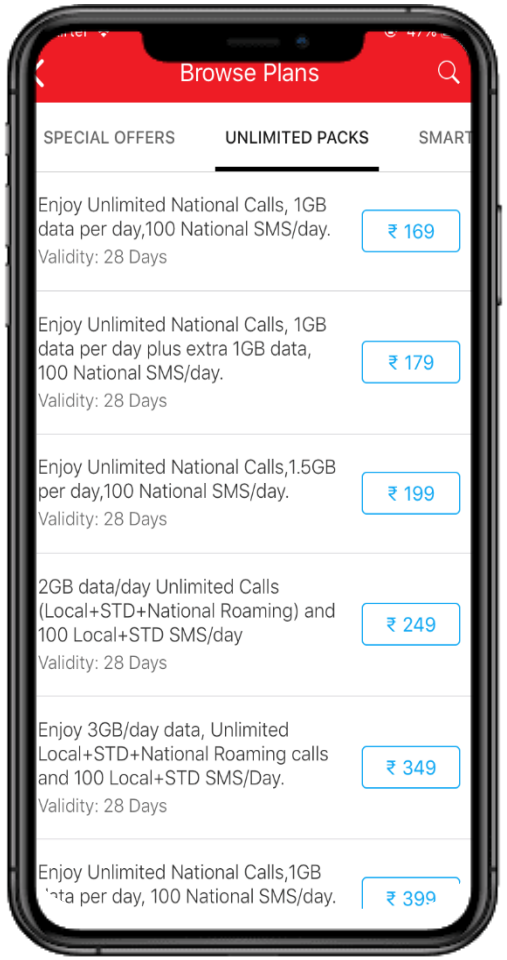
50% **Reduction in Non-Network Complaints**



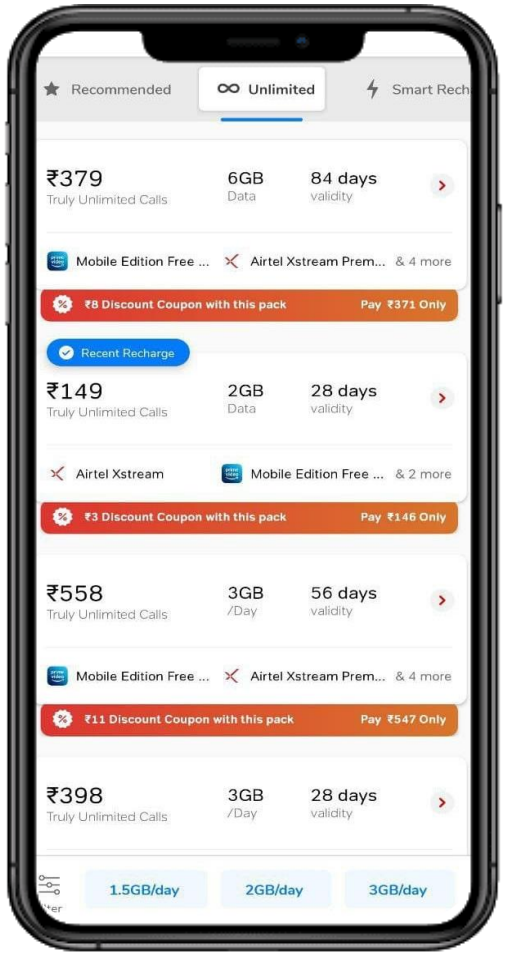
Digital Experience

As an example, here is evolution of mobility recharge journey

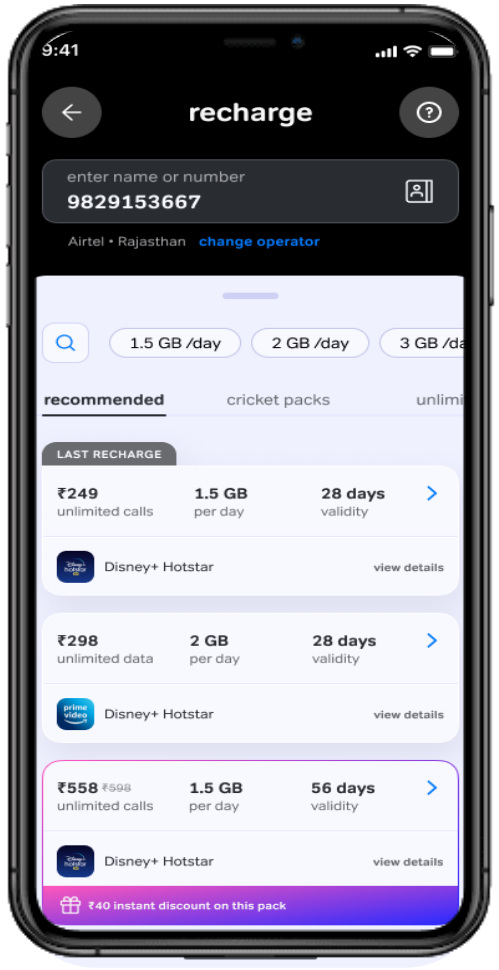
2019

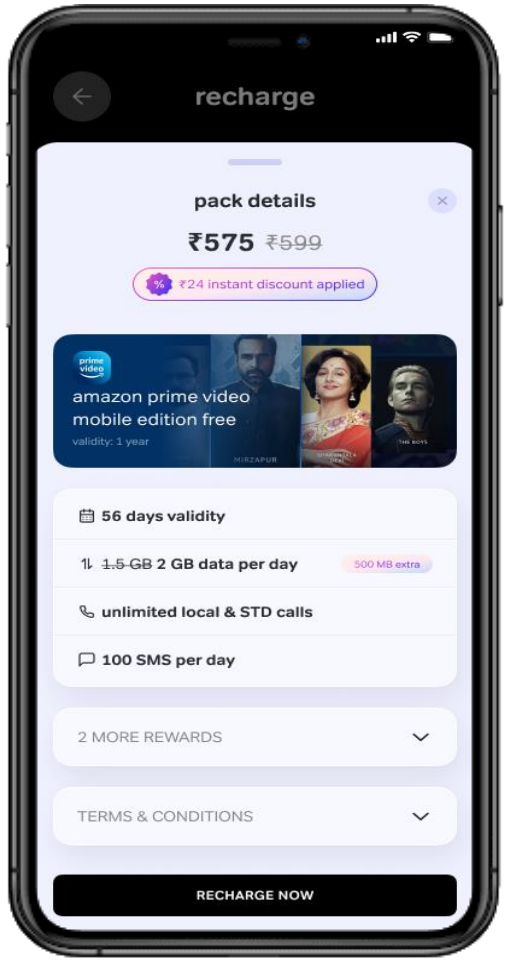


2021



2022





Digital Experience

Airtel’s customer experience strategy rests on 5 key pillars

5 pillars of customer experience strategy

Omnichannel

Meet our customers where they want to meet us.

Digital First

Empower customers to self serve on digital channels.

Purpose

Empower frontlines to delight our customers.

War on Failures

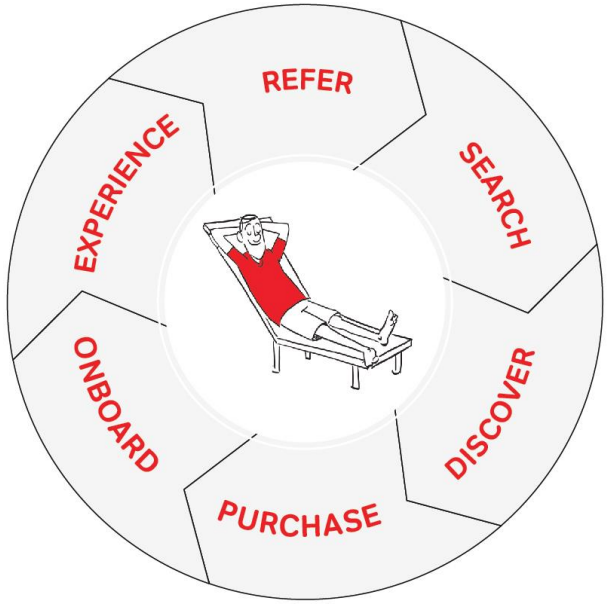
Proactively detect and structurally fix failures.

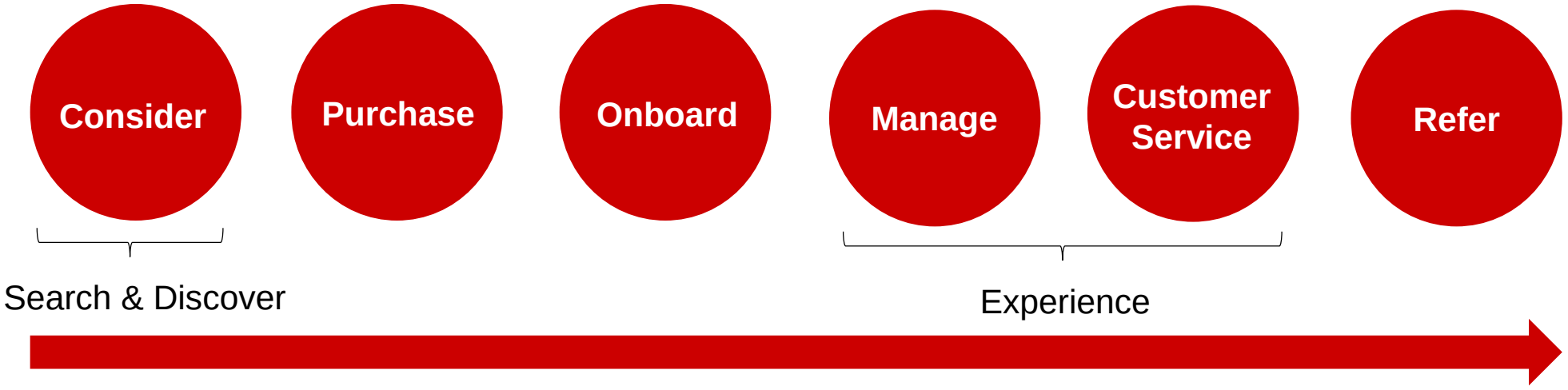
Open Telco

Transparently communicate with our customers.

Digital Experience

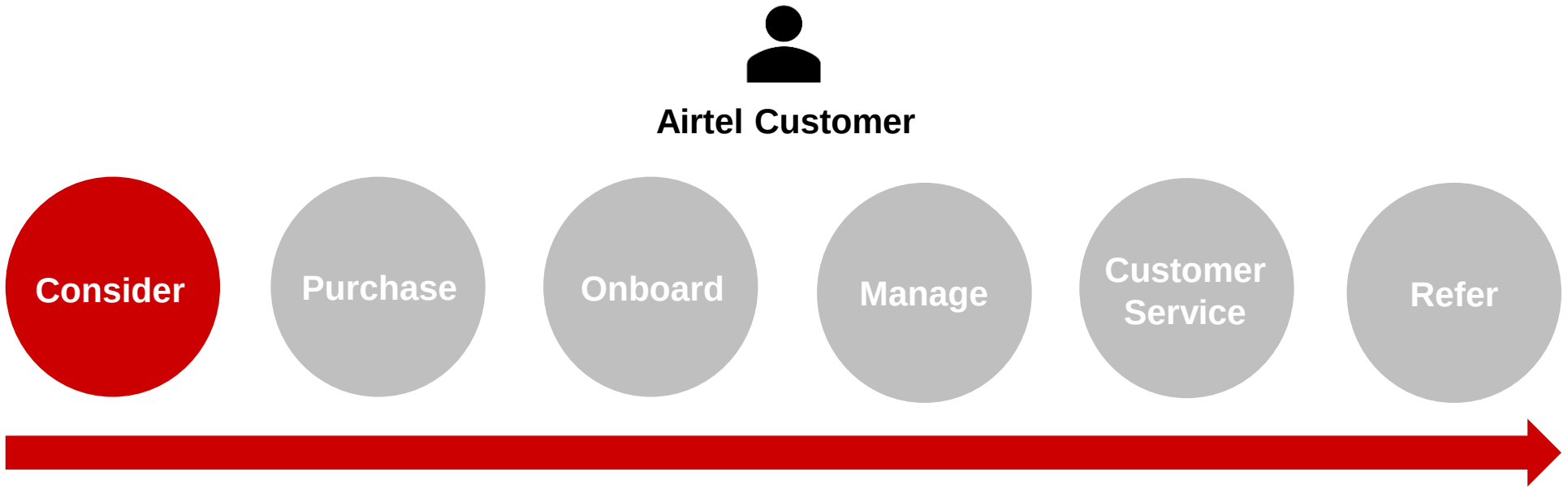
Omnichannel and Digital-first Customer Lifecycle





Digital Experience

Omnichannel and Digital-first Customer Lifecycle

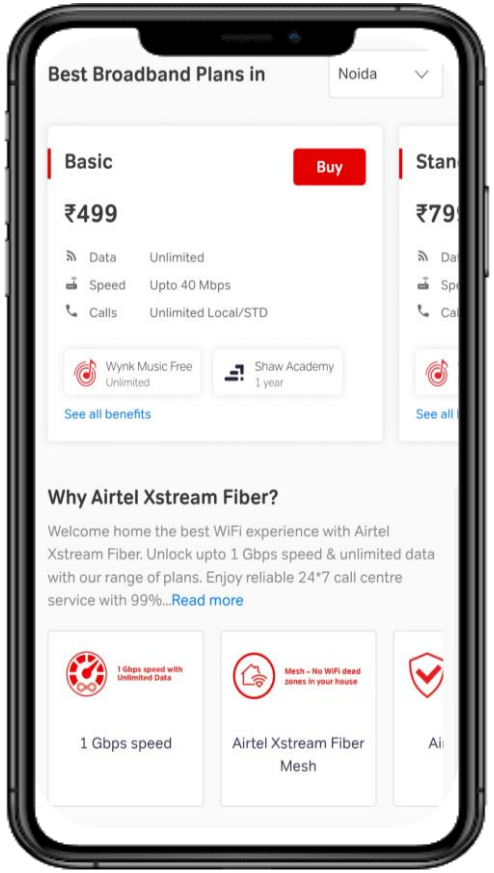


Consider

Illustrating with an example of Broadband product

Going omnichannel – Share of online acquisition of broadband has grown 3x since 2018

Easy acquisition – Buying Broadband on Thanks App from Shop



Buying Broadband through any of our channels

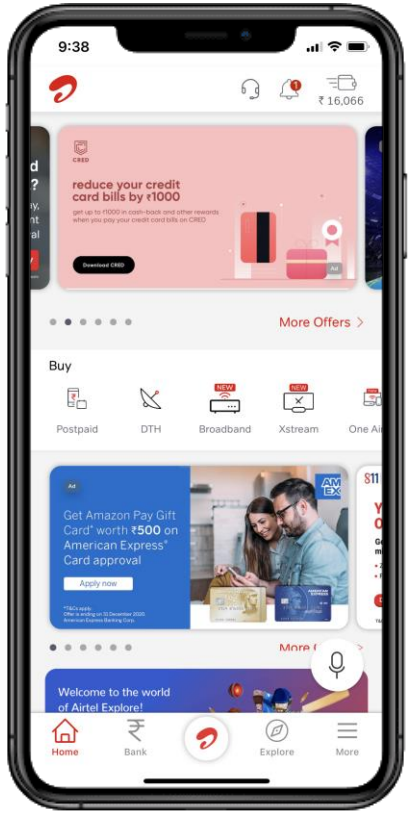
Airtel Retail Store

Airtel Contact Centers

Consider

Aspiration to make all our services omnichannel

Customers can **Start Anywhere** and **Finish Anywhere** across all Airtel Channels – Thanks App, Retail Stores or Contact Centers



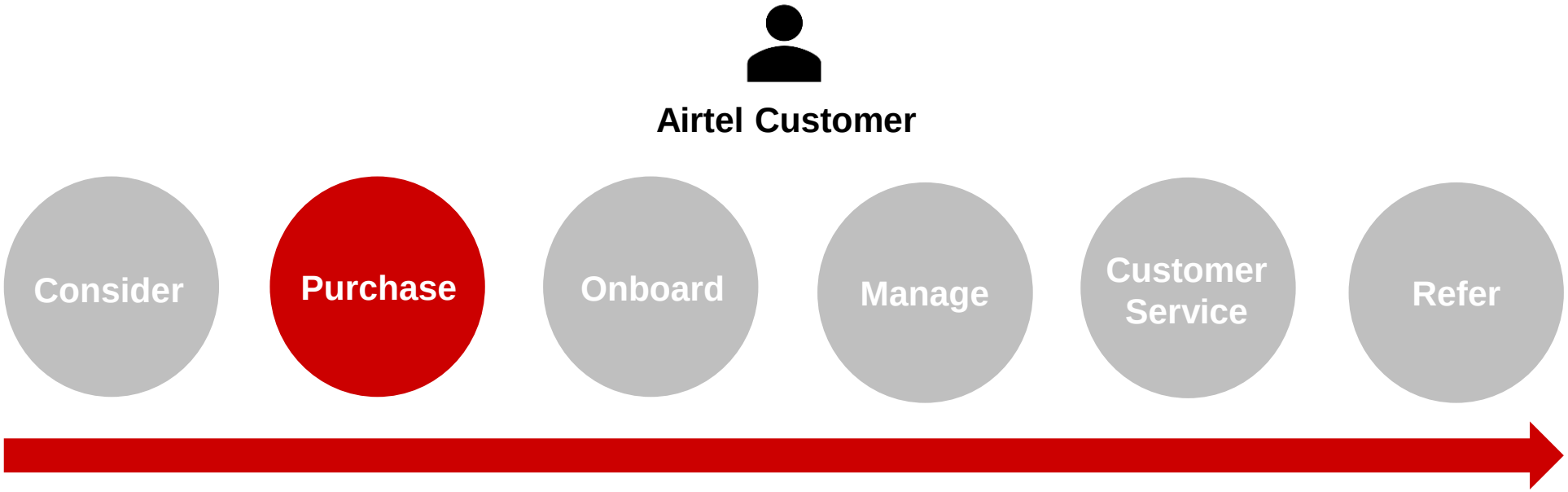
Airtel Thanks App

Airtel Retail Store

Airtel Contact Centers

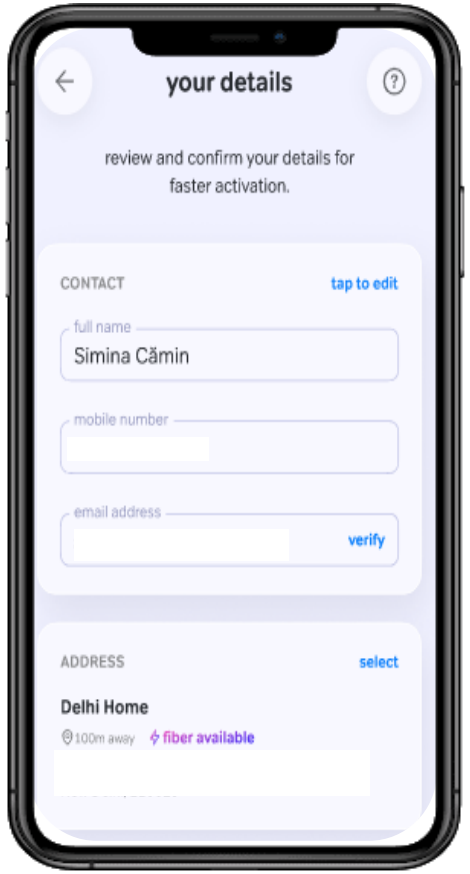
Digital Experience

Omnichannel and Digital-first Customer Lifecycle

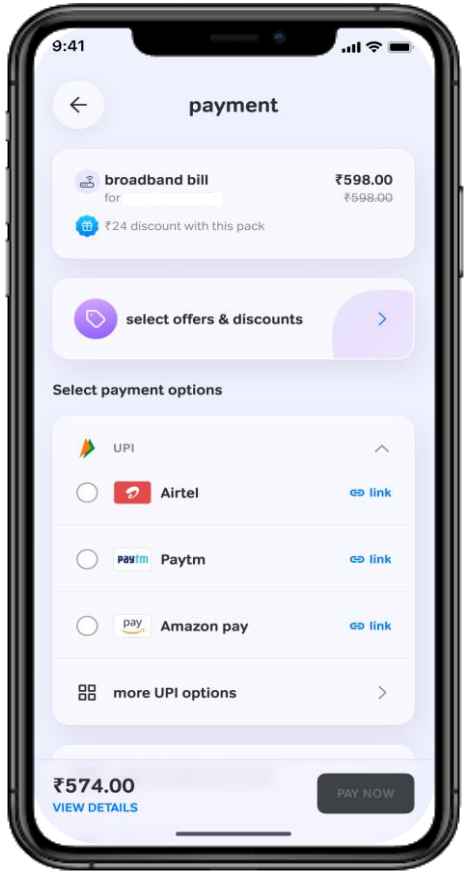


Purchase

Purchasing broadband is a seamless experience for customers



Customer enters details



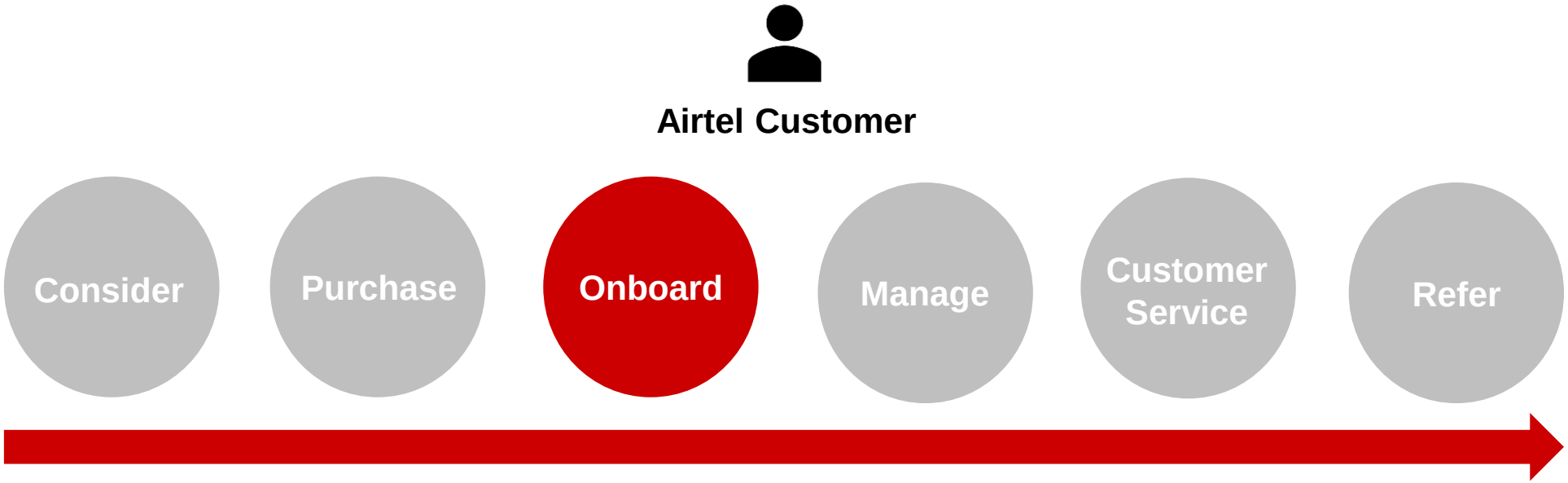
Customer given payment options with all payment modes

Purchase

- Full-fledged payments page with access to **all payment modes**, offering a **personalized** payment journey.

Digital Experience

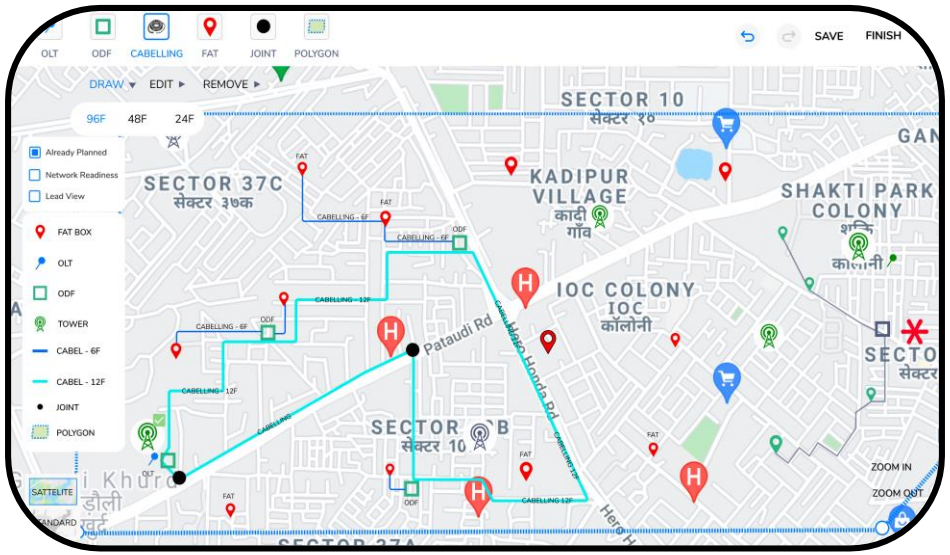
Omnichannel and Digital-first Customer Lifecycle



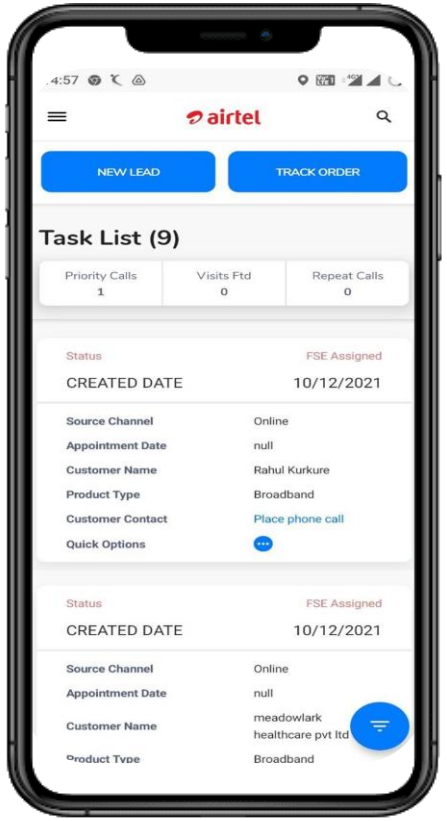
Installation

Broadband planning and installation using Airtel Work during onboarding of the customer

Digitizing our field forces with tools to improve operational efficiencies by 30%



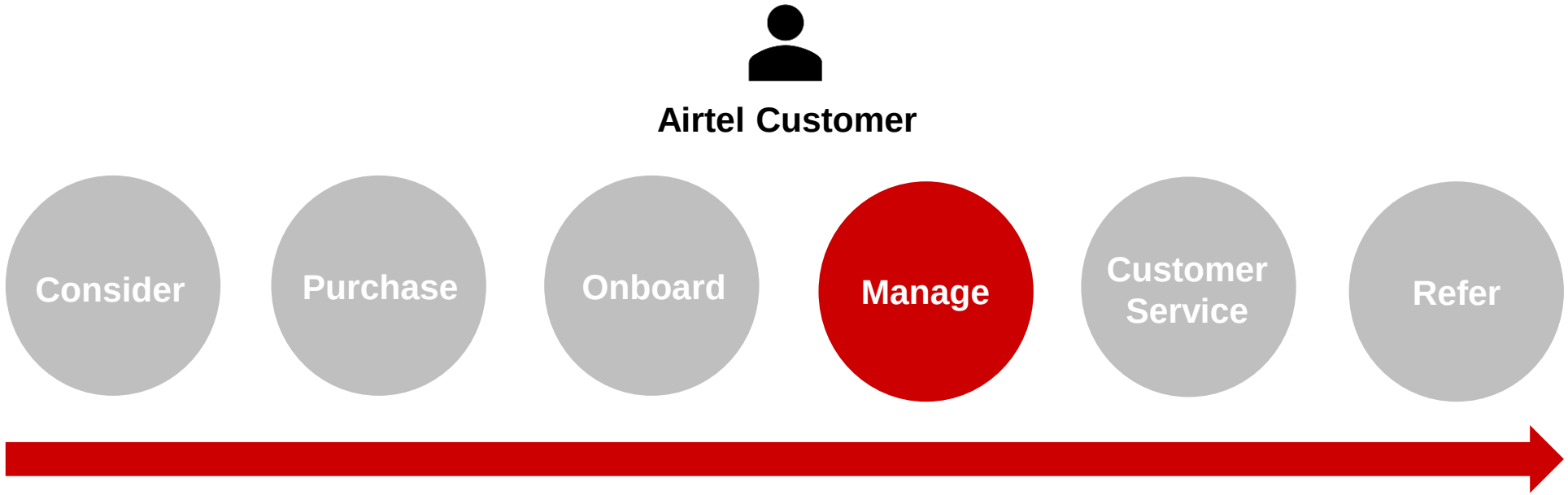
Planning – Schedule and route optimization for our field forces



Installation – Installer receives instructions on the Airtel Work app

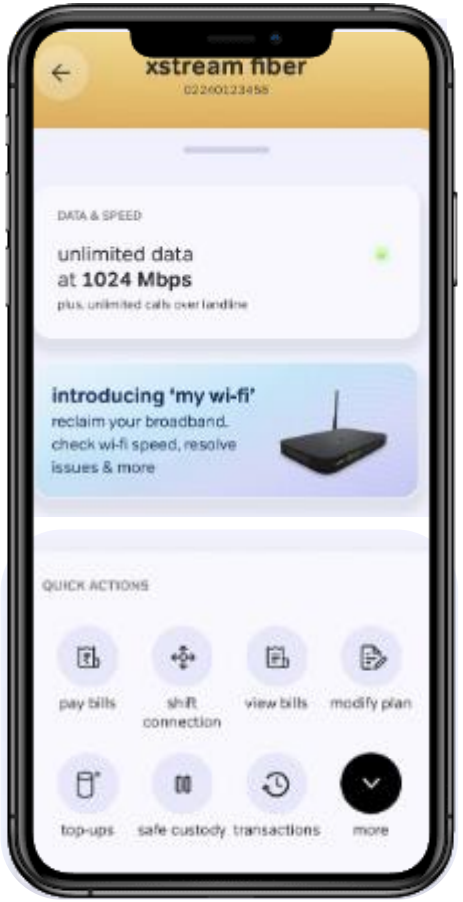
Digital Experience

Omnichannel and Digital-first Customer Lifecycle

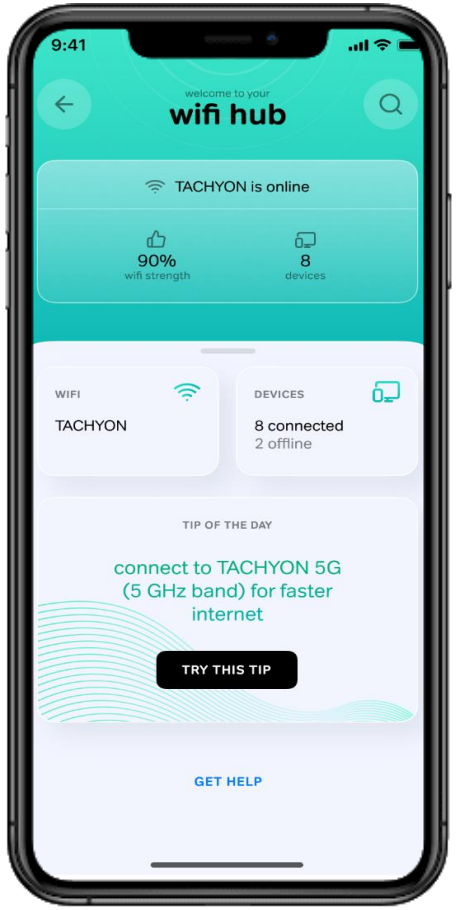


Manage

Creating a brilliant experience for broadband customers



Manage broadband account and make payments on app



Optimize broadband and troubleshoot any WiFi issues

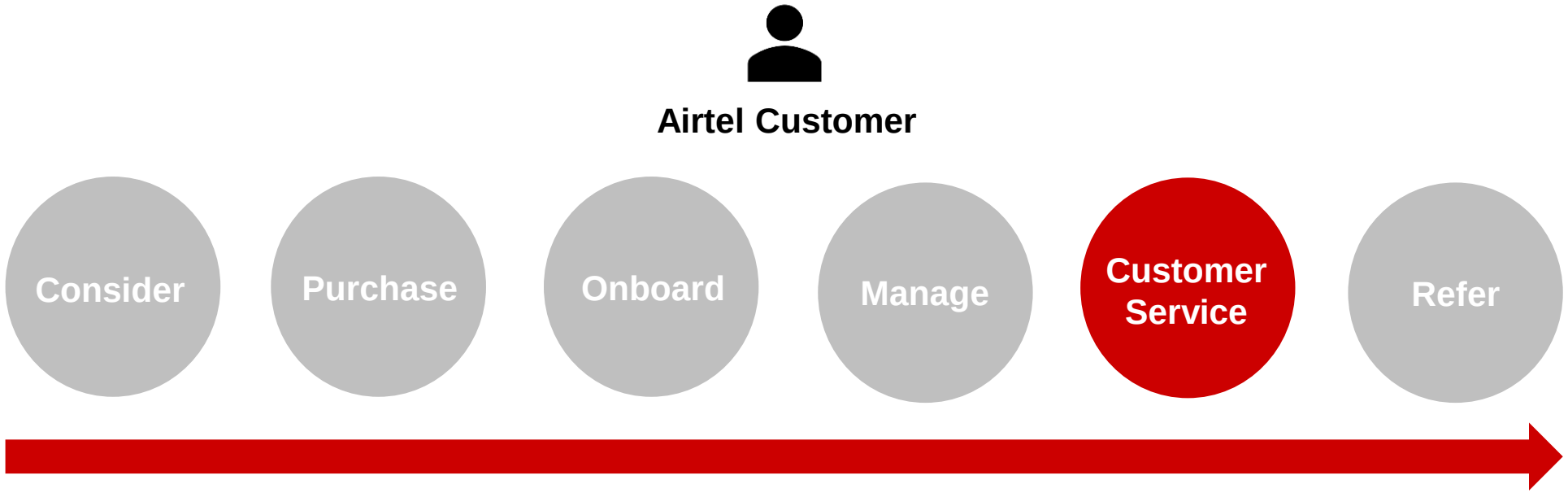
WiFi Hub

13M+ customers interact with Manage everyday

600K+ customers interact with WiFi Hub everyday

Digital Experience

Omnichannel and Digital-first Customer Lifecycle

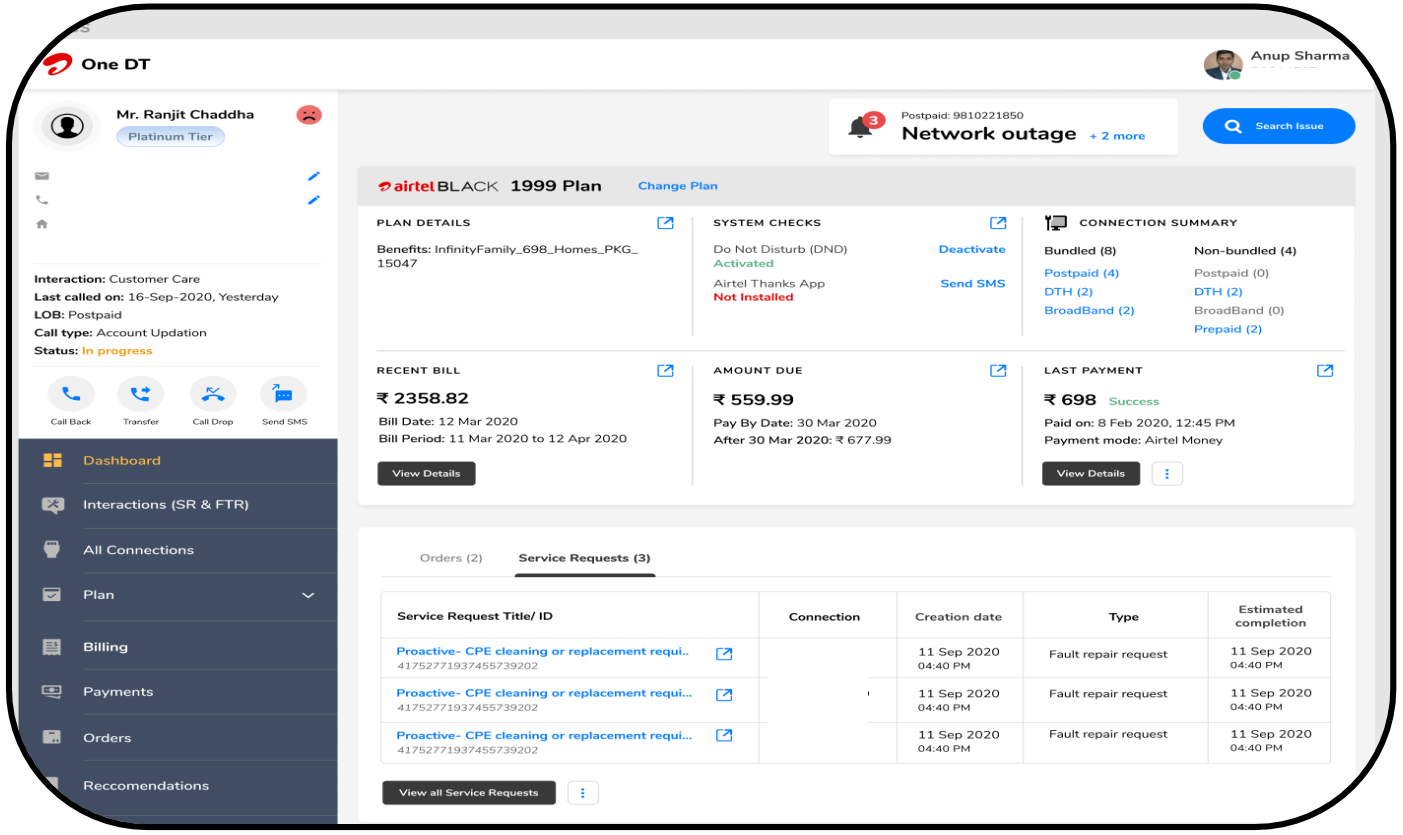


Customer Service – Assisted

Customer experience has been transformed with the One Airtel Service Portal

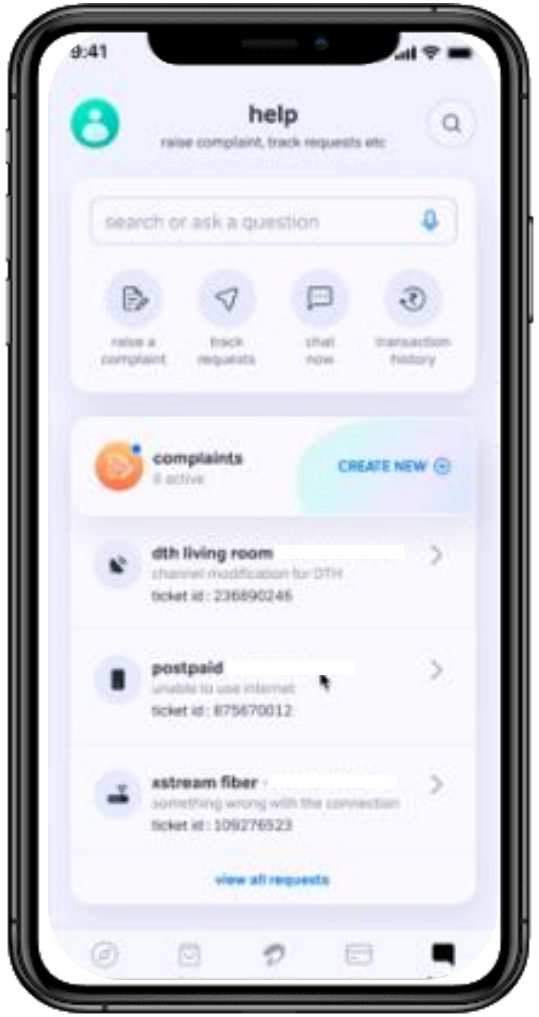
Empowering our agents with one view of the customer, allowing to serve customers efficiently

One Airtel Service Portal



Customer Service – Self Serve

Did not stop at Assisted. Transformed ‘Help section’ on the app, enabling Self Serve



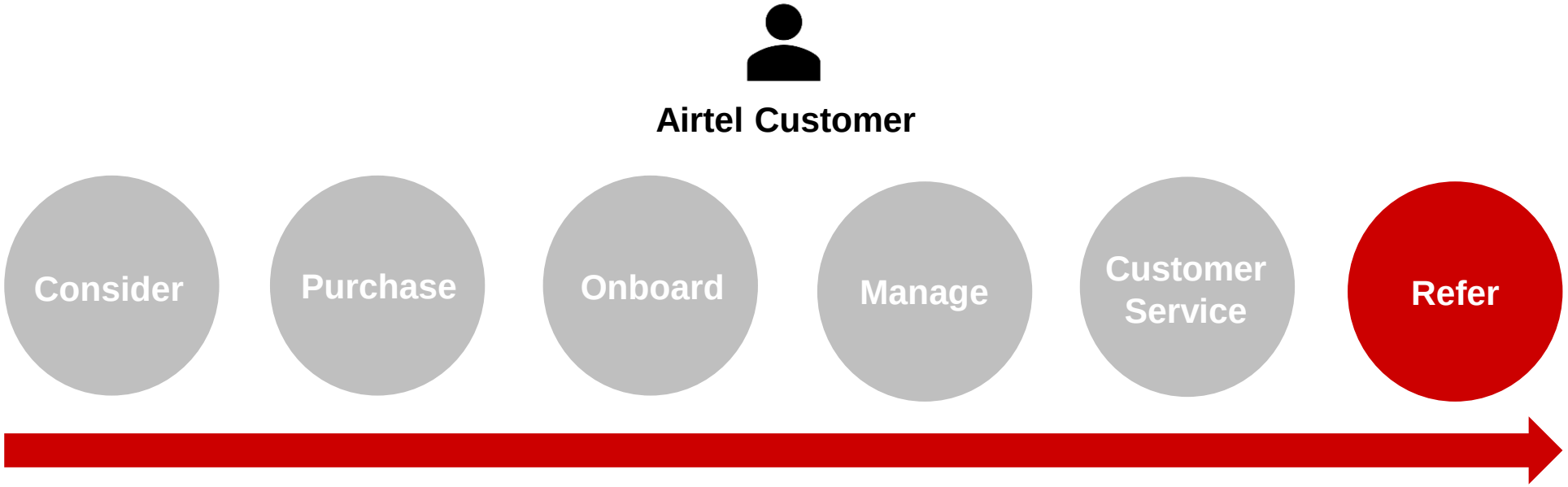
Help Section on Thanks App

Help Section

- New UI/UX provides **ease of accessibility** to **raise new** and **track existing** broadband complaints.
- Revamped **chat feature** for customers to get instant resolutions to their queries.

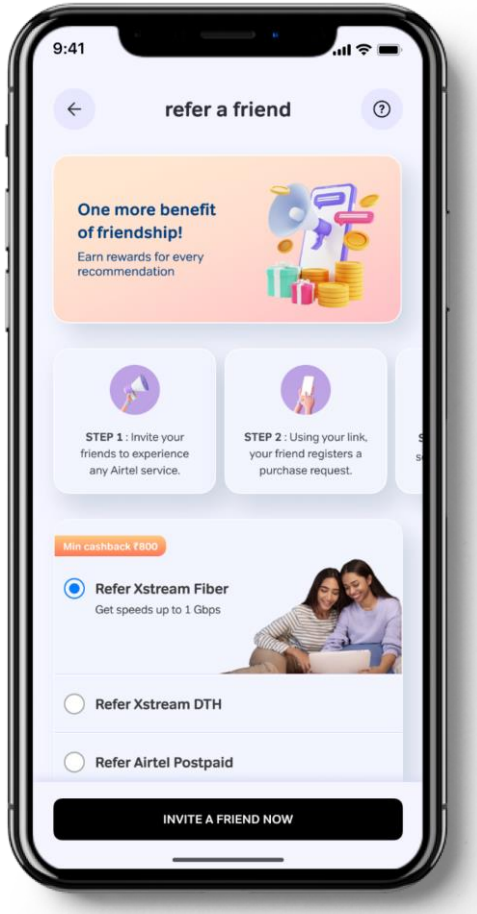
Digital Experience

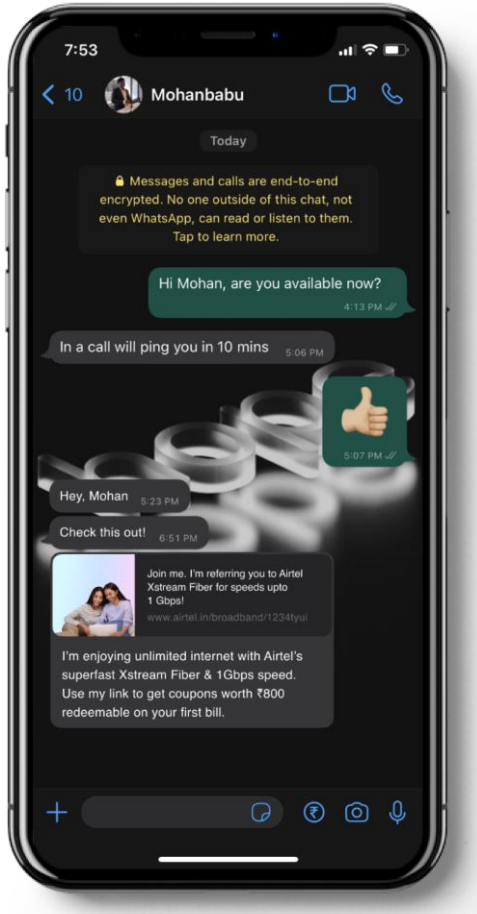
Omnichannel and Digital-first Customer Lifecycle



Refer
Referral Program

A referral program where customers can refer our services





Digital Experience

In conclusion

Our Objective

Reimagine Airtel for a future-ready and brilliant customer experience…
where every customer is a fan of Airtel and is referring our services

Digital Services

Digital Services
Overview

Digital Stack & Capabilities

Airtel Digital Stack

Capabilities We Have Extracted

Digital Infrastructure

- B2B Distribution: 3.5K+ Enterprises & 1M+ SMBs
- B2C Distribution: 350M+ Customers & 184M+ Digital MAU
- **Data:** 4K+ Databases, 338K+ KM of Fiber & $46B of investments
- Pay Infrastructure

Capabilities Deep Dive

Digital Infrastructure – Data

Data as a capability is core to a Digital Telco

Our Scale

11
Data Centers

4K+
Databases

2T+
Records
Processed Daily

AI-Ops

Cloud 3.0
Self Service
Capable

Capabilities Extracted

- Customer 360 (Cohorts for Targeting)
- AI and ML Recommendation Engine
- Telco Scores: Credit, Fraud
- Respond to real-time events
- Scalable and Elastic
- End-to-end Observability

High service reliability across customer journeys

Digital Services
Overview

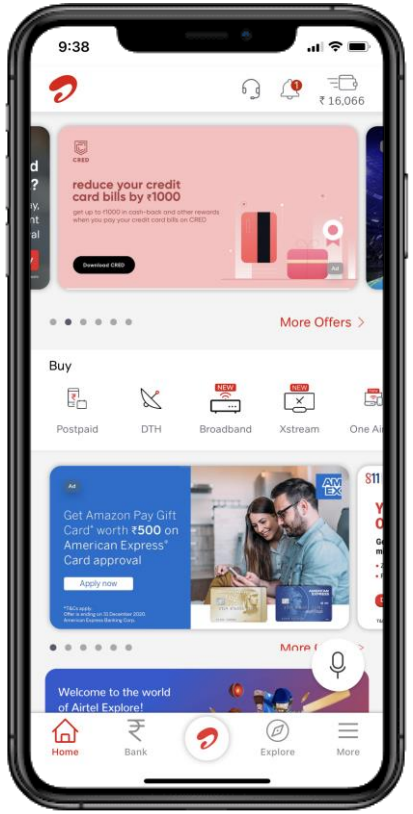
Digital Stack & Capabilities

Airtel Digital Stack	Capabilities We Have Extracted
Digital Experience	• Omnichannel • Search-to-Refer Customer Cycle
Digital Infrastructure	• B2B Distribution: 3.5K+ Enterprises & 1M+ SMBs • B2C Distribution: 350M+ Customers & 184M+ Digital MAU • Data: 4K+ Databases, 338K+ KM of Fiber & $46B of investments • Pay Infrastructure

Capabilities Deep Dive

Digital Experience – Omnichannel & Search-to-refer Customer Cycle

Omnichannel customer touchpoint for our 350M+ customers



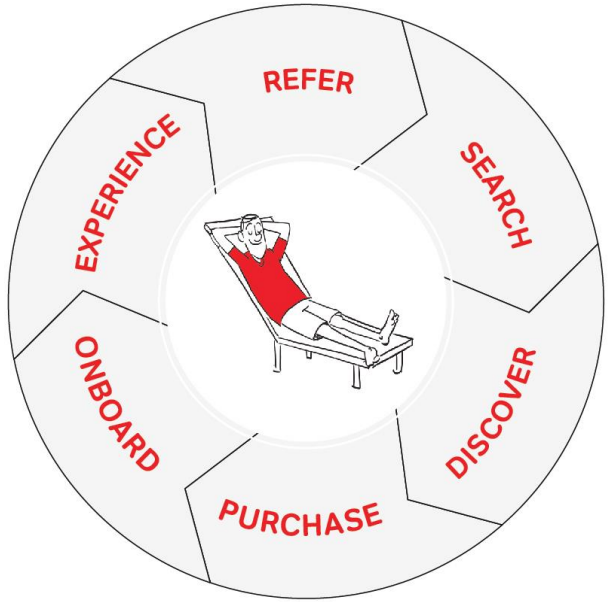
Airtel Thanks App

Airtel Retail Store

Airtel Contact Centers

Store & Mitra

Search-to-refer Customer Cycle



Digital Services
Overview

Digital Stack & Capabilities

Airtel Digital Stack	Capabilities We Have Extracted
Digital Services	airtel ads, airtel iQ, **Digital Marketplace** (Wynk, Xstream, Loans and Credit Card), **Digital Banking**
Digital Experience	• Omnichannel • Search-to-Refer Customer Cycle
Digital Infrastructure	• B2B Distribution: 3.5K+ Enterprises & 1M+ SMBs • B2C Distribution: 350M+ Customers & 184M+ Digital MAU • Data: 4K+ Databases, 338K+ KM of Fiber & $46B of investments • Pay Infrastructure

RAISE THE GAME

Airtel Ads

Airtel Ads

What is Airtel adtech?

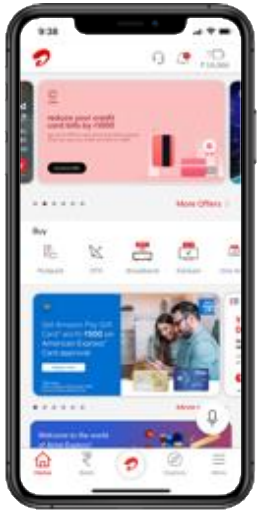
A first party platform that connects brands to consumers via Airtel's assets

135+ Brands

Apollo 24|7 · TATA AIG INSURANCE · pepsi · CRED · Myntra · BYJU'S · Unilever · SBI card · zomato · Gameskraft · YouTube · lenskart.com · CARS24 · MAX LIFE INSURANCE #YouAreTheDifference™ · HARLEY—DAVIDSON

Airtel Ads Tech Stack

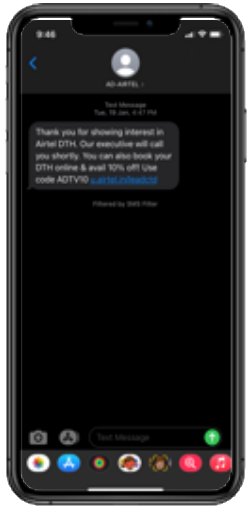
350M+ Airtel Customers



Airtel Thanks

Wynk Music

Xstream Video



SMS

Airtel DTH

Airtel Ads

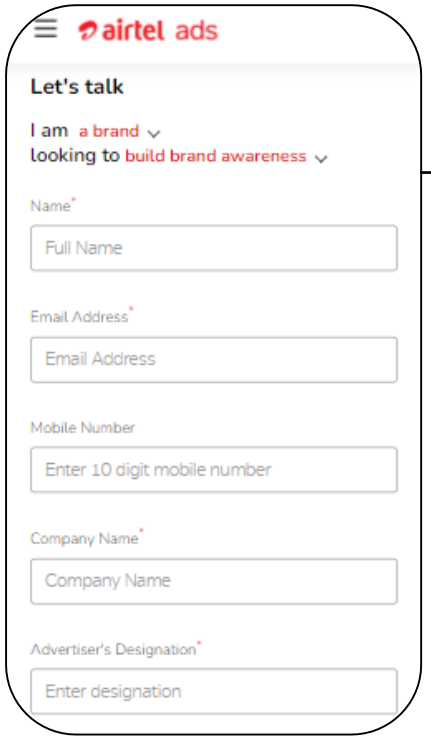
Unpacking the tech stack

RAISE THE GAME

Demand

Digital Technology

Supply



Brands that want to Advertise

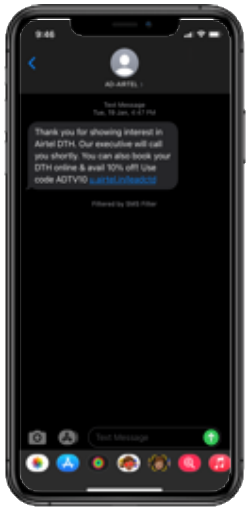
Ad Server
(Optimizes campaign priority for maximizing publisher revenue)

Airtel Audience: First Party Data Platform (Highest Standards of Data Privacy)

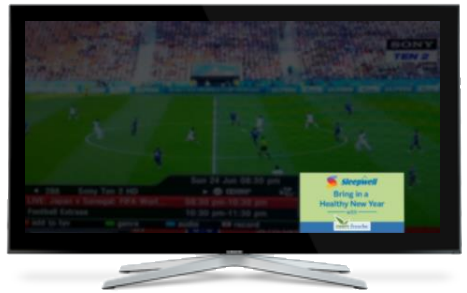
Airtel Thanks

Wynk Music

Xstream Video



SMS



Airtel DTH

Airtel Ads

Launched and received great response from the market

mint

Bharti Airtel launches advertising platform

Deal is part of Airtel's strategy to consolidate its customer facing products and biz.reuters

2 min read . Updated: 25 Feb 2021, 12:35 AM IST

Ishita Guha

Airtel Ads will enable brands to curate consent-based and safe campaigns for subscribers of the telco

Airtel launches ad tech platform to tap $10 bln digital advertising market

"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," a statement issued by the company said on Wednesday.

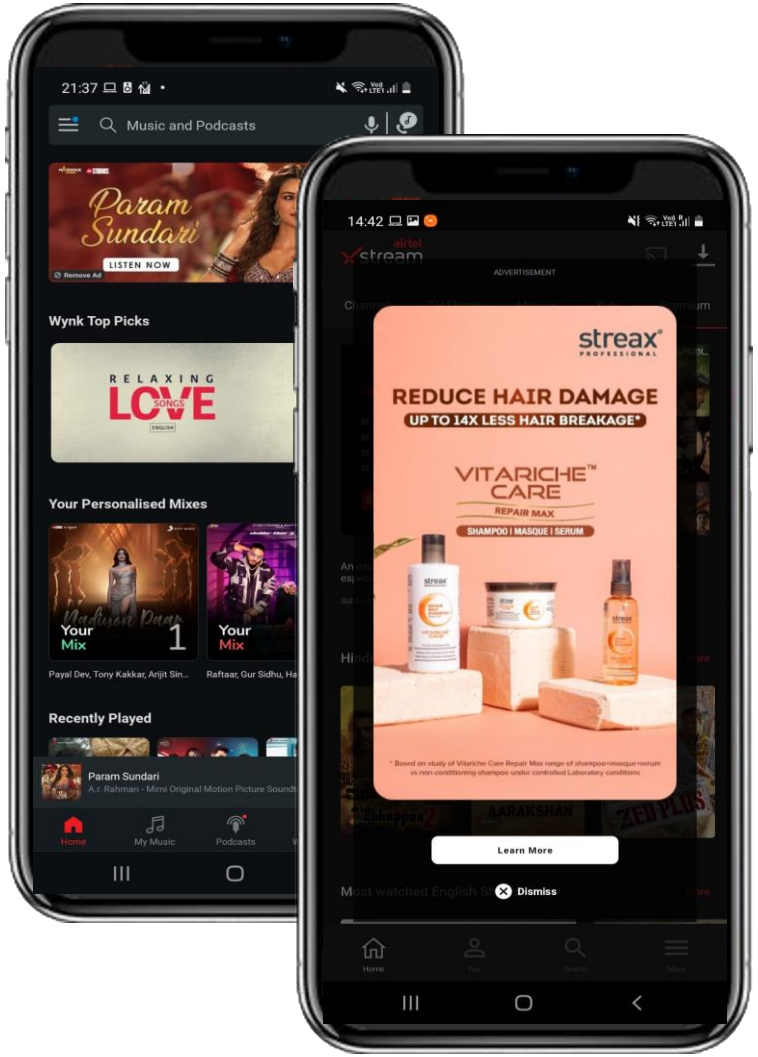
Airtel acquires strategic stake in blockchain-as-a-service company Aqilliz

"Blockchain technology is maturing and we see its application across areas such as Adtech, Creator Economy, and Loyalty Programs. We are thrilled to have Aqilliz join our Startup Accelerator Program and be part of Airtel's digital innovation factory,"

ETTelecom • February 24, 2022, 11:00 IST

Airtel Ads

Had a good start. It is time to go after a much larger opportunity



Highlights

1,000+
Campaigns delivered successfully in FY'22

135+
Premium brands served in FY'22

- Serving premium brands across 35+ industries such as FMCG, Gaming, OTT, Financial Services, etc.

Airtel Ads

Key opportunity areas and growth plan

Opportunity Areas	Growth Plan
Demand Ownership & Acceleration	• Investing in an agency and direct sales team.
Supply Growth	• Investing in growing our supply to cater to the growing market demand.
Advanced Personalization & Targeting	• Investing in data science capabilities to build better cohorts and improve audience targeting.
New Products	• Investing in developing deeper customer insights to become a planning tool for advertisers, helping brands with media planning.

RAISE THE GAME

Airtel IQ

Airtel IQ

What is Airtel IQ?

Airtel IQ – A Unified Customer Engagement Platform

Voice
Call Masking, Toll Free, Dialer, SEBI Call Recording

Messaging
Send SMS, CLI Manager, Secure SMS, WhatsApp

Video
Stream, Call, Analytics

Contact Centre
IVR, Email, Social, Voice Analytics, Chat Bots

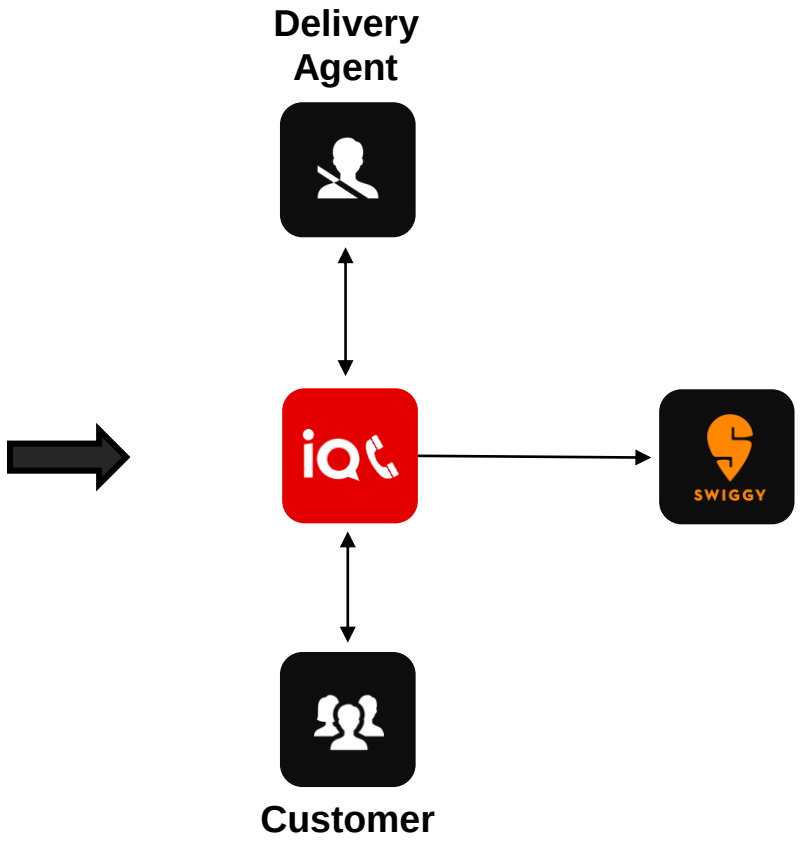
Enabling enterprises to deliver unparalleled customer engagement across Voice, Messaging and Video programmatically

Airtel IQ

Walkthrough of Airtel IQ's application – Case Study: Swiggy

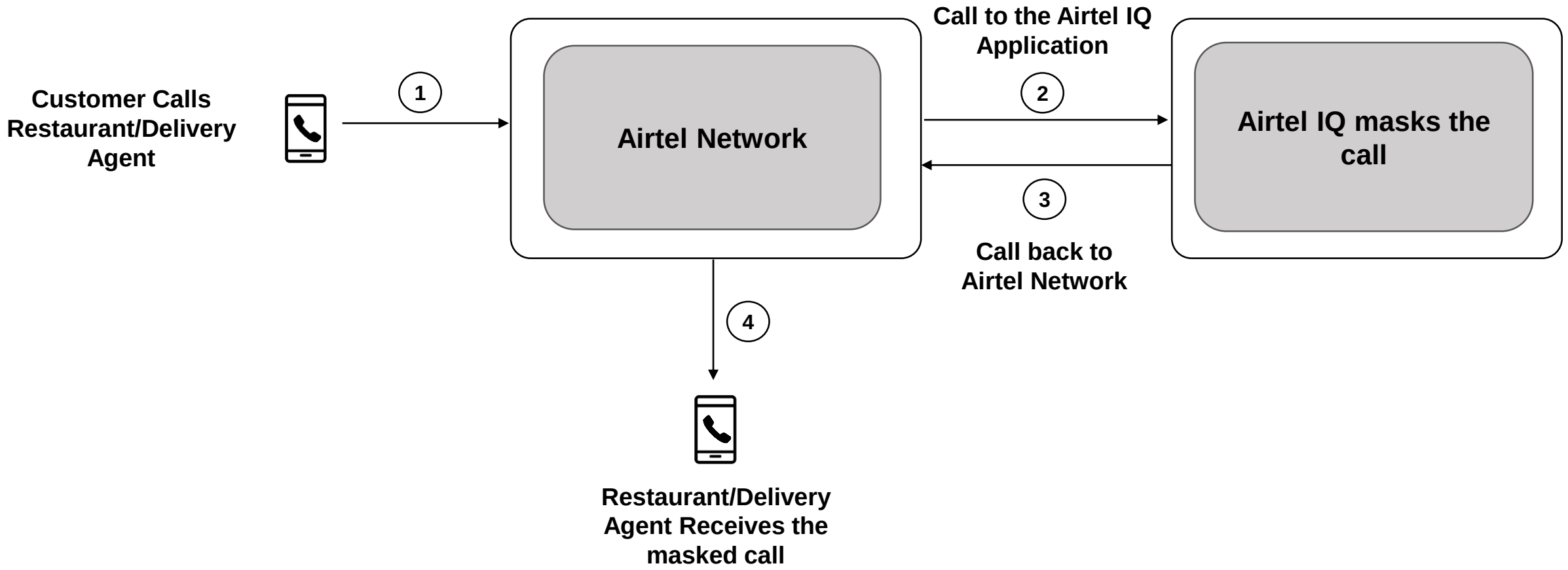
Our cloud communication suite that helps businesses transform their customer engagement

Swiggy leverages Airtel IQ's call masking services to enable its customers, restaurants and delivery agents to talk to each other in a privacy safe and secured manner



Airtel IQ

Unpacking the tech stack



Airtel IQ

Launched and received great response from the market

Bharti Airtel enters cloud communications market, launches 'Airtel IQ'

The Indian cloud communications market, estimated at USD 1 billion, is seen growing nearly 20 per cent annually

Topics

Bharti Airtel | Cloud computing

mint

Home / Industry / Telecom / Airtel launches cloud communications platform for business...

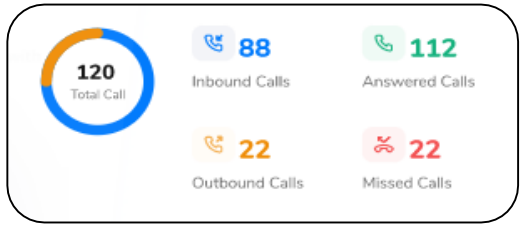
Airtel launches cloud communications platform for businesses

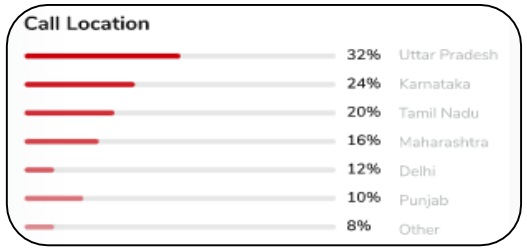
Airtel launches 'IQ Video' as one stop solution for OTT content developers

Airtel IQ Video brings an easy-to-use platform that can enable anyone to quickly build and scale their business in video streaming.

Airtel IQ

Had a good start. It is time to go after a much larger opportunity





Highlights

185+

Enterprise customers live in FY'22

- Multiple use cases such as interoffice telephony, phone commerce and fleet management are driving growth of voice minutes.
- Using IQ's omnichannel messaging capabilities, organizations are able to achieve their goals on Customer Lifecycle Management and Hyperlocal Marketing.

Airtel IQ

Key opportunity areas and growth plan

Opportunity Areas	Growth Plan
Extraction from Existing Customers	• Instituting processes for account based marketing to enable customer-level revenue extraction.
Product Bundling	• Investing in creating omnichannel suites for customer experience across voice, video and messaging. • Extend into SMB segment.
Product Stack Stability	• Investing in tech towards building a reliable and low latency platform for continued and a seamless customer experience.
New Products	• Investing to bring industry-first products to market such as SIM-based recording, Video IQ, etc.

Digital Marketplace

Digital Marketplace

What is Digital Marketplace?

350M+ Airtel Customers

184M+
Digital MAU

90M+
Music & video streamers

50M+
Gaming champs

50M+
Shopaholics

30M+
Frequent fliers

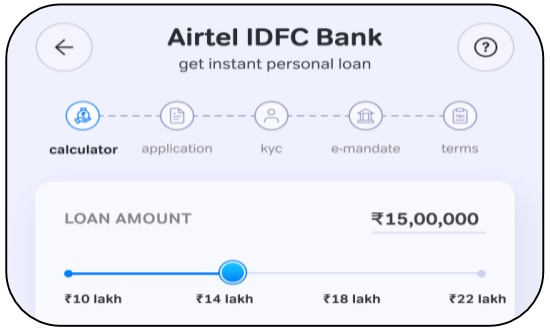
25M+
Foodies

Marketplace Tech

Our Products

Wynk Music

Airtel Xstream

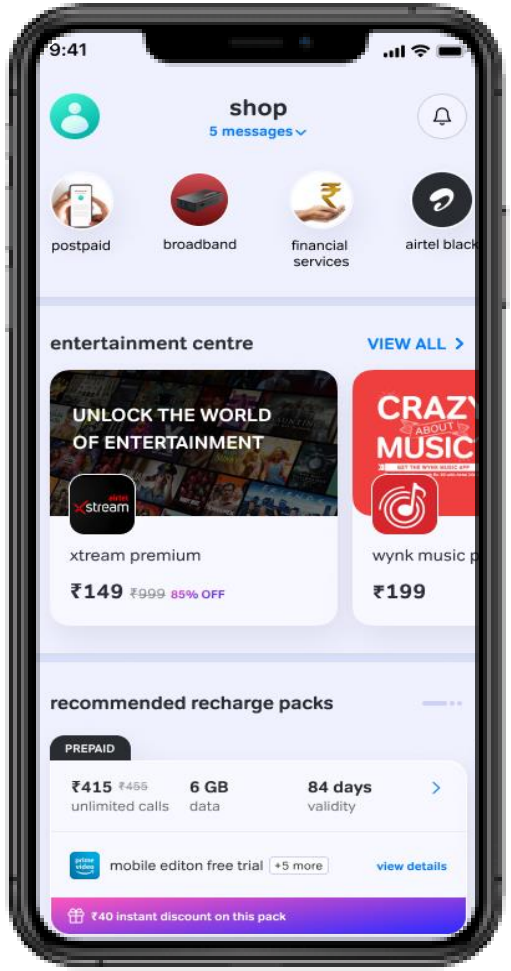


Airtel Loans

Airtel Credit Card

Digital Marketplace

Unpacking the tech stack

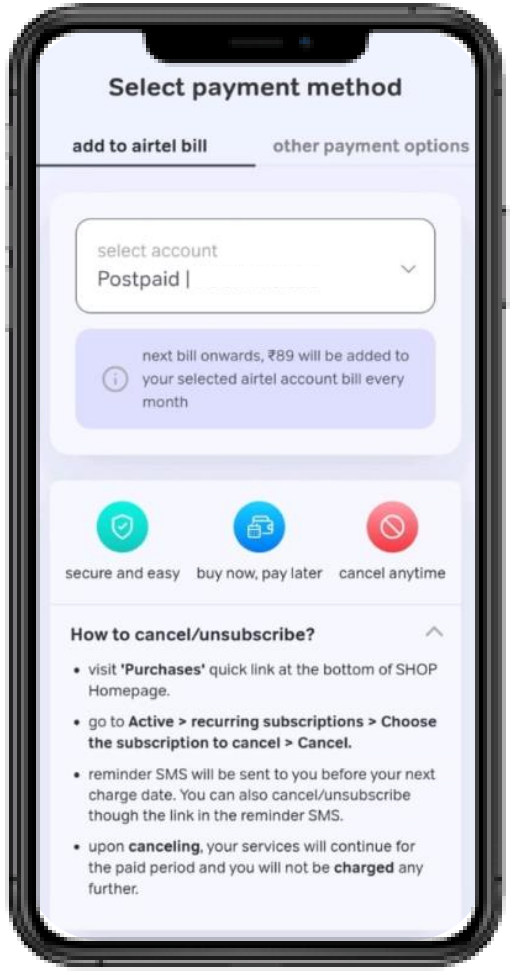


Listing on Shop

Recommendation Engine

Airtel Audience: First Party Data Platform (Highest Standards of Data Privacy)

Digital Technology



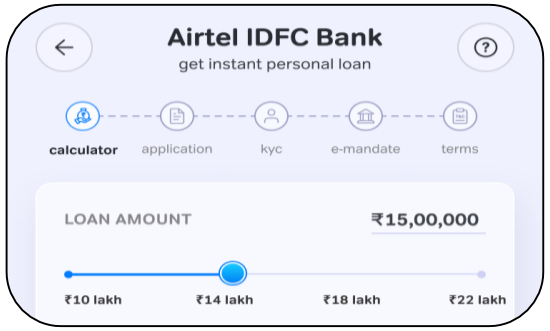
Add-to-Bill

Digital Marketplace

Product Demos

Wynk Music

Airtel Xstream



Airtel Loans

Airtel Credit Card

Digital Marketplace

Received great response from the market

Wynk Music Is The Rising Star Of India's Music Streaming Apps

Launched in 2014 as a free service for Airtel subscribers, Bharti Airtel-owned Wynk Music is one of the pioneers in the music streaming space and enables users to download and listen to songs offline.

Currently, Wynk's premium service is the cheapest in the market, priced at INR 49/month and INR 349/year for an ad-free music experience.

mint

Home / Companies / News / Axis Bank, Bharti Airtel to issue co-branded credit card

Axis Bank, Bharti Airtel to issue co-branded credit card

Airtel Axis Bank Credit Card users will get rewards on their card spends on mobile/DTH recharges, Airtel Black and Airtel Xstream Fiber payments, cashback on electricity/gas/water bill payments etc. Photo: iStockphoto

Bharti Airtel unveils 'Xstream Premium', eyes 20 mn paid users

Press Trust of India

feedback@livemint.com

NEW DELHI: Telecom operator Bharti Airtel on Thursday announced a new video streaming service, Airtel Xstream Premium, that brings together content from 15 popular video apps, with single subscription at an introductory price of ₹149 a month.

Airtel is eyeing 20 million new users for this paid offering, according to Adarsh Nair, CEO of Airtel Digital. The Airtel Xstream Premium offering aggregates content from 15 Indian and global video OTTs in one app, the company said in a statement. Customers will get access to a large catalogue of over 10,500 movies and shows as well as live channels from SonyLIV, ErosNow, Lionsgate Play, Hoichoi, ManoramaMax, Shemaroo, Ultra, HungamaPlay, EPICon, Docubay, DivoTV, Klikk, Nammaflix, Dollywood, Shorts TV on Airtel Xstream Premium.

Xstream Premium is a completely revamped version of its previous content offering that was free. Users can access Airtel Xstream Premium across mobiles, tablets, laptops through the app or web, and on the TV through the Xstream set-top-box. For now, it will be available only to Airtel users.

It will offer a single app, single subscription, single sign-in, unified content search and Artificial Intelligence driven personalised curation for each user. "These content are available exclusively to Airtel customers at... ₹149 per month," the statement said.

According to Media Partners Asia, by 2025, India's OTT (Over-The-Top) subscription market is expected to grow to $2 billion, from the current $500 million. A large proportion of new subscriptions are likely to come from users in smaller cities.

"Airtel Xstream Premium is a game-changing innovation to democratise OTT content in India," Nair said.

Digital Marketplace

Had a good start. It is time to go after a much larger opportunity

Highlights

70M+
MAU of Wynk Music

600K+
Paid subscribers added on Xstream in just 1 month of launch

- **Loans:** Industry-first proprietary lending model, providing **best-in-class customer experience.**
- **Credit Card:** Industry-first co-branded credit card with offers such as 25% off on Mobility, Broadband and DTH bill payments, 10% off on utility spends (Electricity/Gas) and 10% off on Ola, Swiggy, BigBasket and Zomato.

Digital Marketplace

Key opportunity areas and growth plan

Opportunity Areas	Growth Plan
Demand Acquisition	• Full exploitation of our distribution channels to ensure wide consideration and adoption of marketplace products.
Supply Growth	• Add more music, video OTT, financial services (Banks, NBFCs) companies to fuel supply. Additionally, scale our creator economy play for music and video.
Tech Investments	• Investing in tech towards building a better recommendation engine, improved payment systems (success rates) and enabling add-to-bill.

Airtel Payments Bank

25th March 2022

500 Mn Customers Opportunity

Financially Underbanked

- **300 Mn** underbanked people lack access to formal financial services
- India's GDP growth to **₹ 375 Tn** resulting in tripling of per capita incomes to ₹ 90,000

300 Mn

Digitally Underserved

- **450 Mn** Indians consume digital content but only 250 Mn consume digital financial services
- By 2023, over **500 Mn** Indians will consume digital content

200 Mn

Informal Economy

- Current cash economy of India at **87%** cash economy with ₹ 14 Tn changing hands 6 times a month.
- Expected to drop to 75% due to formalization and digitization initiatives by 2024

₹ 37 Tn

Bank 500 Mn Consumers

Digitize 87% Cash Economy

Unique Model

airtel Payments Bank

Differentiated Banking License

- License to accept customer deposits
- Multiple revenue streams

Distribution

- Access to over 1M telecom retailers
- Aadhaar enabled financial services

Digital Assets

- 184M unique users across digital assets
- India's largest B2B app for retailers

Consumers

- 350M Airtel user base
- Unique model to engage, upgrade and monetize

Scaled with Care

Phase 1

✓ Building Blocks in Place

- ✓ Organization structure
- ✓ Controls architecture
- ✓ Governance framework
- ✓ Re-launch and segmented products
- ✓ Image and relationships
- ✓ Strong growth with controls

FY 2019-20

- ₹ 4,743 Mn Gross Revenues

Phase 2

✓ Accelerate with controls

- ✓ Wave 2.0 of innovation with rapid investments in products, services & distribution
- ✓ Sustained growth in customers, balance, throughput and income

FY 2020-21

- ₹ 6,270 Mn Gross Revenues

FY 2021-22

- ₹ 10,020 Mn Gross Revenues (Q3 FY22 annualised)

FY 2022-23

Phase 3

Attain Market leadership

- Scale on digital strategy
- Leadership in segments of choice
- New spaces incubated

Businesses – Diversified

A Profitable Bank in FY22

Underbanked Space

Become the largest bank for the underbanked in the world by creating a network of banking outlets

Digital Space

Serve the digitally savvy customer through a dedicated section on Airtel Thanks App

Institutional Space

ICICI Bank, NABARD, DELHIVERY, DBS, zomato, Hindustan Unilever Limited, N·S·D·C National Skill Development Corporation

Help business partners digitize small ticket cash transactions

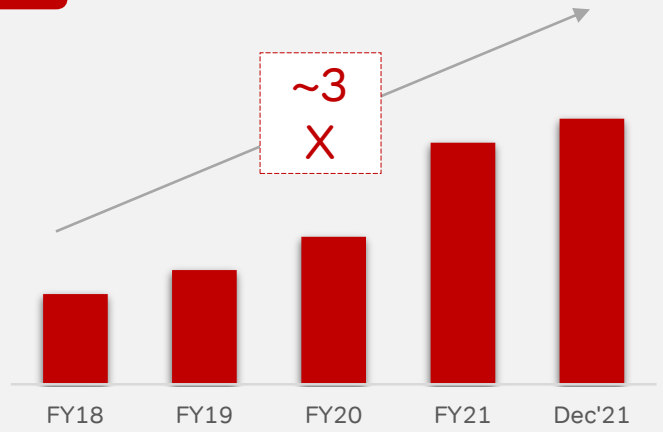
Technology

People

Controls

Businesses – Large and Growing

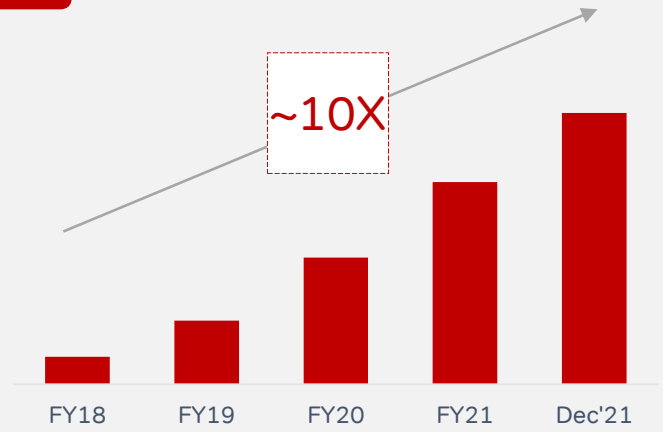
1 *Bank of choice for Tier III+*



Underbanked users

- Over **3L** banking points in Tier 5/6 Villages
- Banking **1 in 6** villages across India

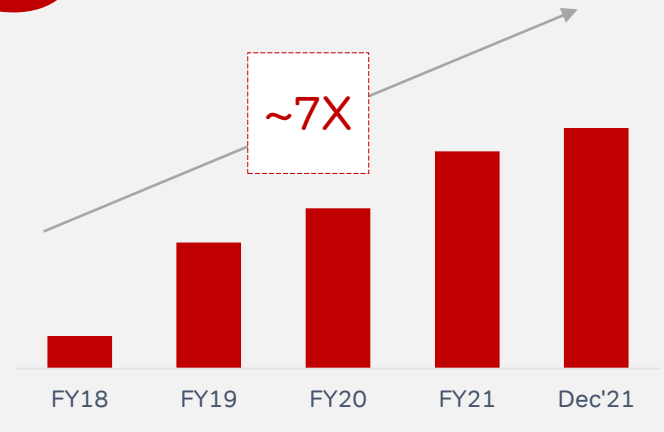
2 *Rapidly growing digital bank*



Digital users

- Digital consumer balances **doubled** Y-o-Y
- ~ **80%** growth in digital transactions Y-o-Y

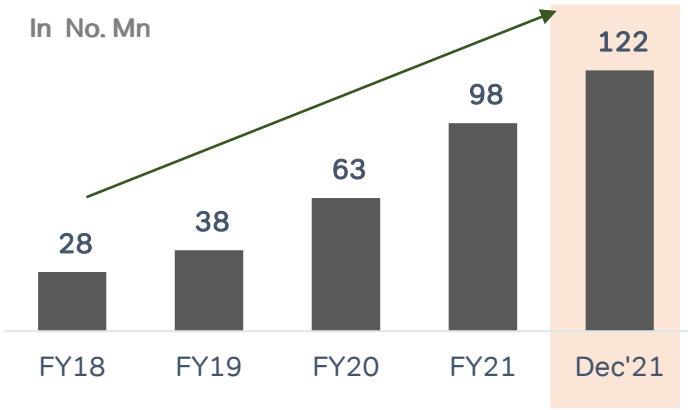
3 *Largest micro cash player*



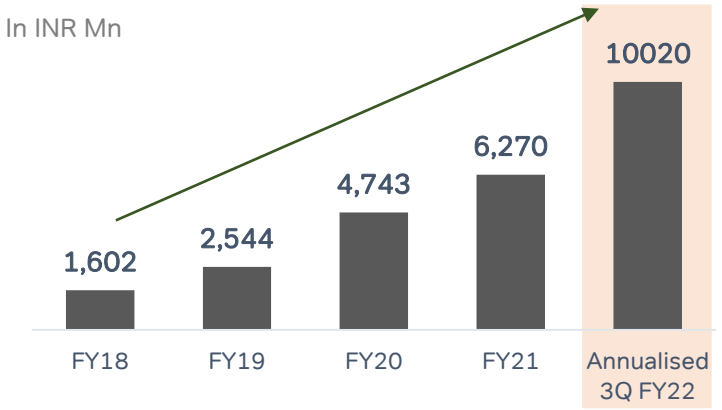
Institutional flows

- **Double digit** growth Y-o-Y
- Over **2,000** B2B Partners

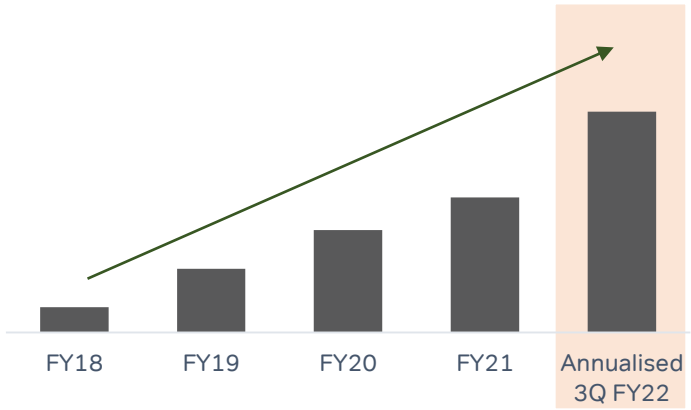
The Bank at scale



49% CAGR on Users



58% CAGR on Revenue



GMV grew ~9X

***Profitable** in FY22*

Numbers above are extrapolated based on reported financials and should not be read as any sort of guidance

Capabilities

People & Culture

Over 900 Bank employees

- Seasoned senior management and diverse Board

Distribution

~600 Bn Cash digitized annually

- Distributed services model at 1/10th of cost to serve of traditional banks

Compliance and Control

Received 2nd scheduled status from RBI

- Robust compliance and governance standards of a bank

Fully digital Processes

Processing ~5 Bn transactions annually

- Real-time scalable payments and data infrastructure

Unique Position

airtel Payments Bank

India's only ***profitable multi-segment fintech*** *operating at* ***scale*** *with a* ***banking license***

Market Impact

3rd largest in BBPS BoU[1]

7% Market share[2] in Aadhar enabled payment systems

~2.6 Mn units Financial products[3] cross sold

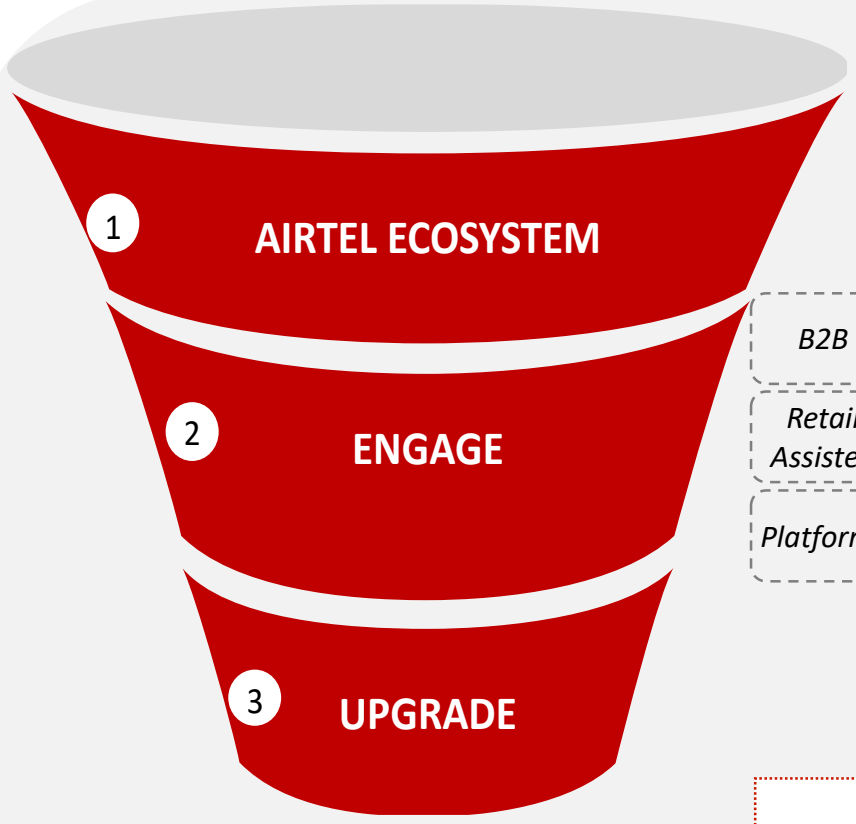
16% Market share[2] in Domestic Remittances

4th largest Fastag issuer[4]

3rd largest enrollment bank in India[5]

Sources:
1 – BBPS; 2- Internal Analysis;
3 – Covers Atal Pension Yojana, insurance, Digigold, and Loans units processed
4- NPCI, 5 – PFRDA

Deep ecosystem across segments



- *Over 350M user base*
- *Distribution network across the length and breadth of India*

B2B	NBFC/MFIs	Transport		Banks	E-Com	Logistics
Retail Assisted	AEPS	CMS	Remittances	Recharges	BBPS	
Platforms	Retailers			Merchants	Thanks App	

- *users engaging with platforms convert to bank*
- *Further usage upgrades them to high value customers*

~122M Users with over ₹1485B of Q3FY22 Annualized GMV

Emerging as a bank of choice for ***TIER III+***

Rapidly growing user base in Urban Digital

Numbers above are extrapolated based on reported financials and should not be read as any sort of guidance

Digital Opportunity

Digital Players[1]

UPI Universe[2]

~300M

unique
monthly active users (MAUs)

airtel Payments Bank

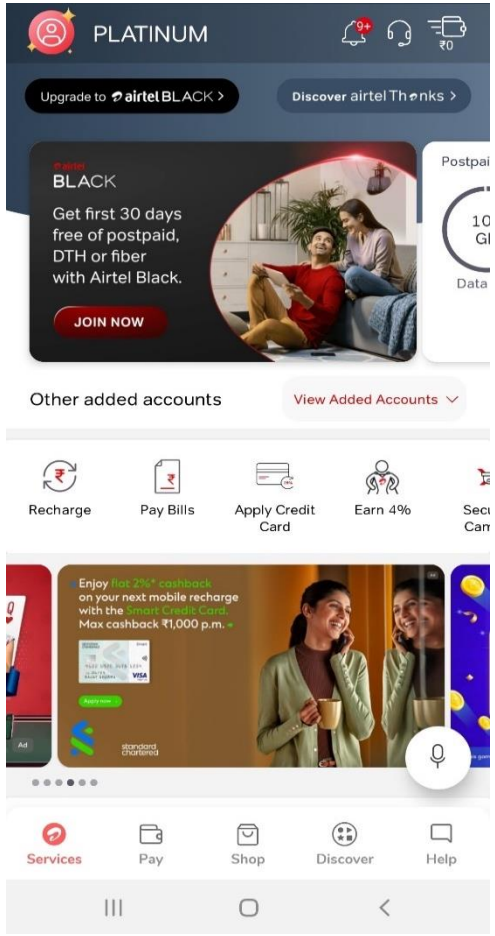
Sustainable model established

Opportunity for growth with the right revenue model

1 – Representative set
2 – NPCI (Source)

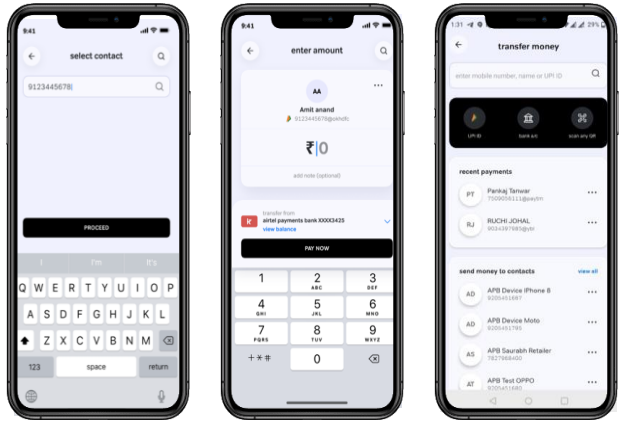
Digital Pivot

Thanks App



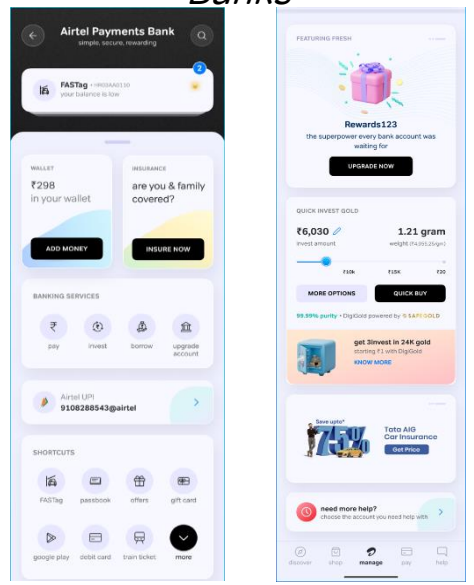
Pay

Existing MTU to expand exponentially over the next few years



DigiBank

One of India's fastest growing Digital-Banks



Revenue Pivots

Cross Sell

CREDIN
Enabling People

mswipe

stashfin

Muthoot Finance

IndusInd Bank

IIFL LOANS

5paisa.com

New Streams

FASTag

airtel Payments Bank

fastag-recharge.com

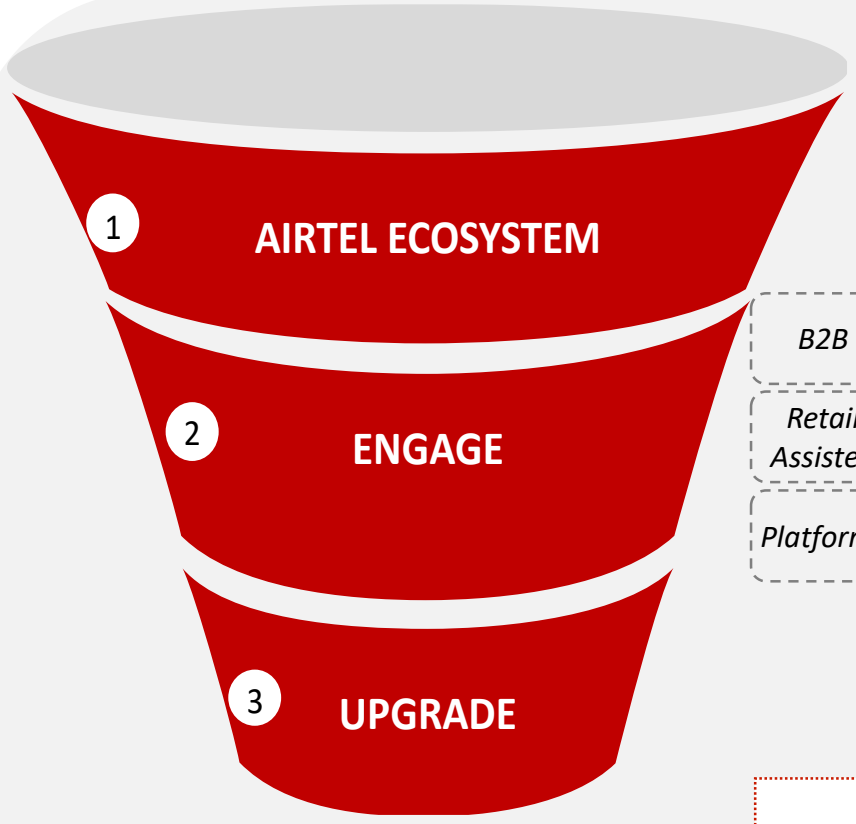
UPI
UNIFIED PAYMENTS INTERFACE

Subscriptions

Rewards 123
Plan

Multiple bundles in pipeline

Monetization across ecosystem



- *Over 350M user base*
- *Distribution network across the length and breadth of India*

B2B	NBFC/MFIs	Transport		Banks	E-Com	Logistics
Retail Assisted	AEPS	CMS	Remittances		Recharges	BBPS
Platforms		Retailers			Merchants	Thanks App

- *users engaging with platforms convert to bank*
- *Further usage upgrades them to high value customers*

~122M Users with over ₹1485B of Q3FY22 Annualized GMV

Emerging as a bank of choice for ***TIER III+***

Rapidly growing user base in Urban Digital

4
MONETIZE

users, retailers, merchants, and partners across various segments and offerings

Numbers above are extrapolated based on reported financials and should not be read as any sort of guidance

In summary

Large addressable consumer market

Unique access to Airtel's ecosystem

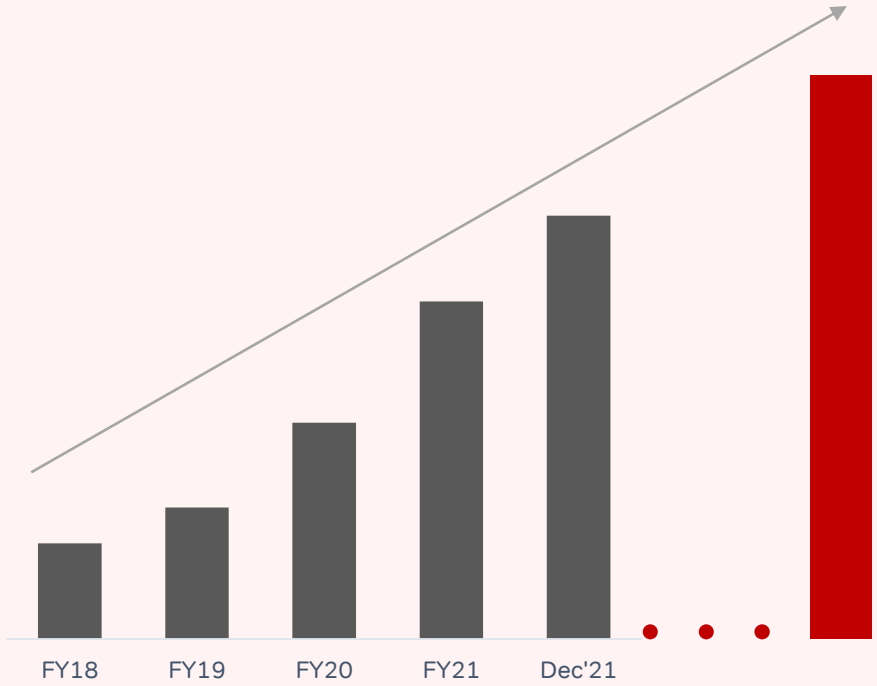
Business portfolios working together

Low cost of customer acquisition

Engage, upgrade and monetize model

Digitally driven sustainable business

Scaling and growing



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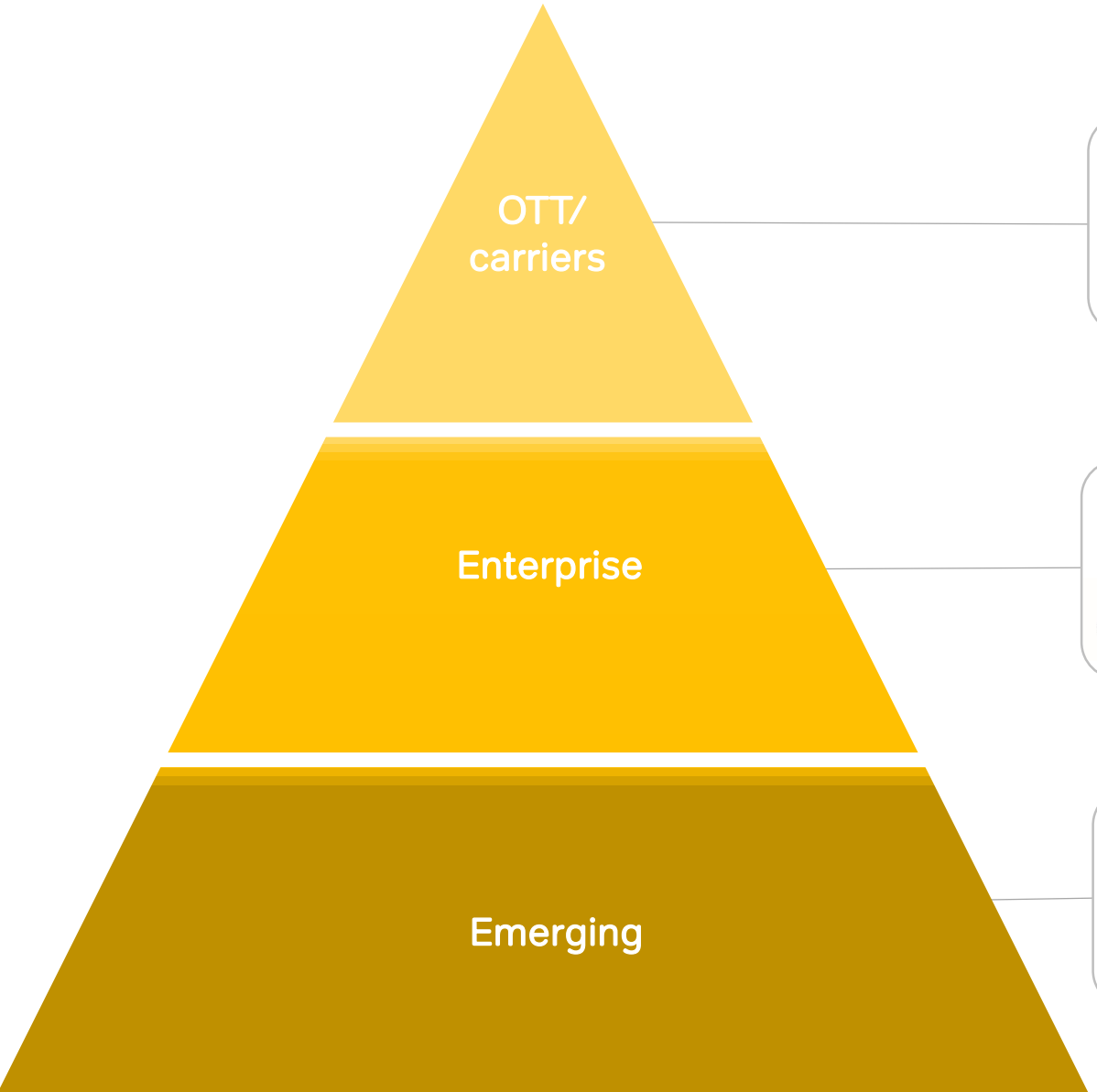
Enterprise Services Overview

25th March 2022

Our customers



ORACLE
Google
WIOCC
Africa's Hyperscale Infrastructure
du
e&
SEACOM
TM
TrillCom

DhanlaxmiBank
established 1927
Red Hat
UC Urban Company
HAVELLS
JK Cement LTD.
SWIGGY
Dr Lal PathLabs
LIC
भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

Pine Labs
ezetap
Lyra
INDIRA IVF
FERTILITY & IVF CENTRE
Tubelight
communication is evolution...

Where have we reached today

We power **46.2%** of India's IoT

Airtel IoT is the market leader in India's Enterprise Connectivity Segment

Airtel launches 'Airtel IoT' a 5G Ready Platform for the World of Connected Things

India's **largest network of Data Centers**

Nxtra by Airtel launches new 38 MW Hyperscale Data Center in Chennai

Targeting a sustainable growth with Green energy

Airtel strengthens its green energy footprint with the commissioning of 21 MW Solar Power Unit in Maharashtra

Own and operate the **largest undersea cable network out of India** spanning more than 365000 RKMs

Airtel joins SEA-ME-WE-6 undersea cable consortium to scale up high speed network for India's emerging digital economy

World's first network integrated CPaaS platform

Airtel launches 'Airtel IQ Video' – a CPaaS solution to democratize video streaming in India

Gartner

Airtel IQ recognized in CPaaS category; Airtel recognized as the key Indian CSP

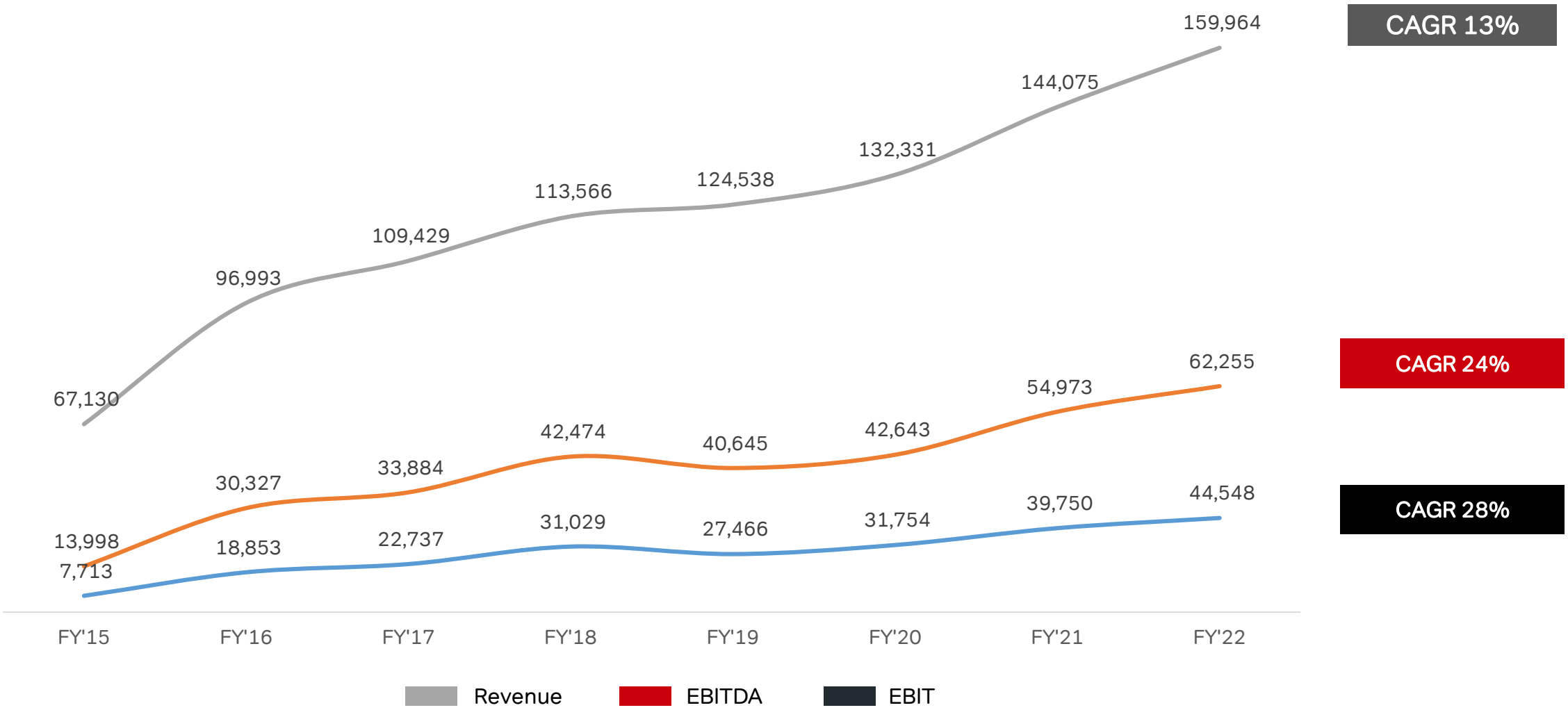
Reinventing itself to stay ahead of the curve – Lavelle Networks, Hughes, 5GforBusiness

Airtel acquires ~25% strategic stake in SD-WAN startup Lavelle Networks

Hughes and Airtel Form Joint Venture to Provide Satellite Broadband Services in India

Airtel rolls out #5GforBusiness to demonstrate 5G use cases for enterprises

Performance so far

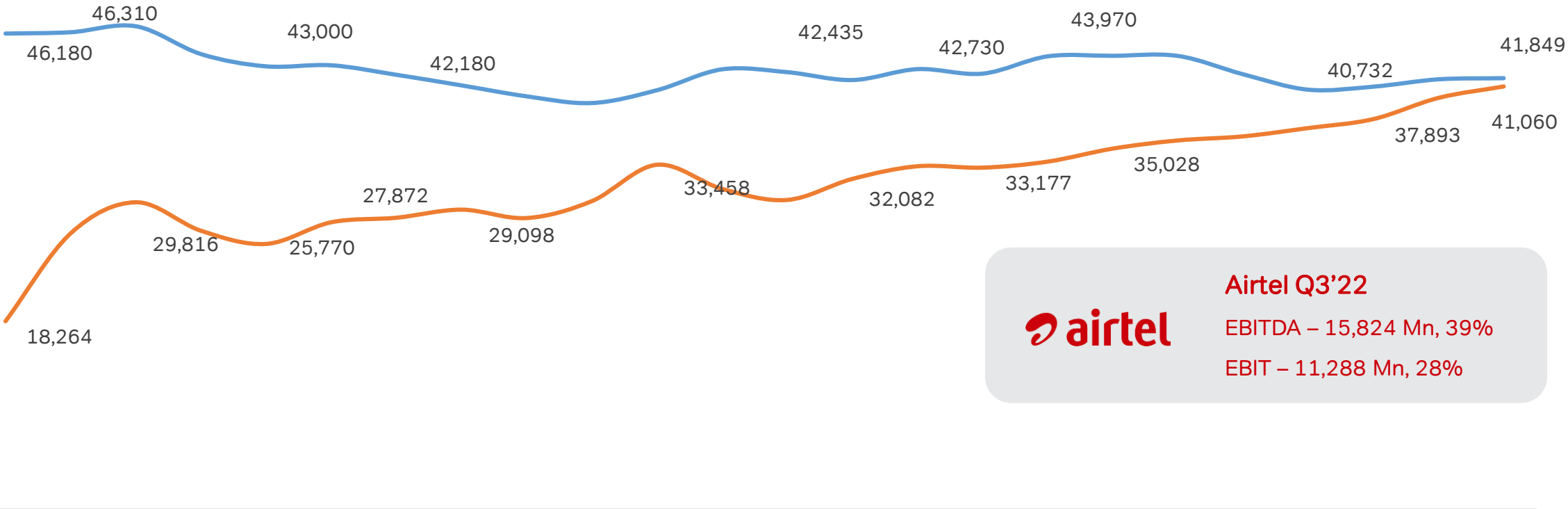


All figures in INR Mn
FY22 revenue and EBITDA assuming Q4FY22 performance remains same as Q3FY22

Numbers above are based on reported financials and should not be read as any sort of guidance

Outperforming Competition

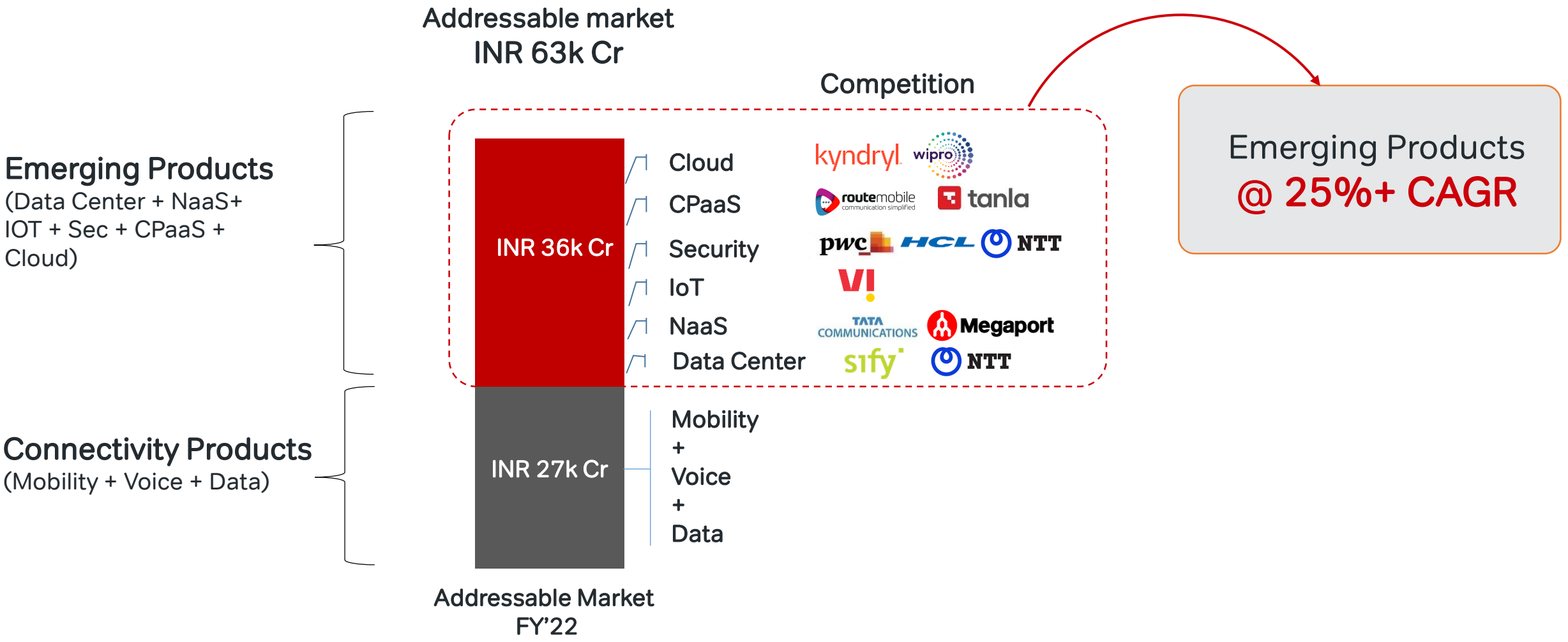
Competitor — Q3'22
EBITDA – 10,825 Mn, 26%
EBIT – 5,400 Mn, 13%



Airtel Q3'22
EBITDA – 15,824 Mn, 39%
EBIT – 11,288 Mn, 28%

All figures in INR Mn as per published results

New horizons – expansion in new markets



Identifying Opportunities

From	To
1 Revenue growth driven by large customer accounts	GTM focus on increasing presence across Customer base to capture market potential
2 Market shift from connectivity to new product areas	Innovate in connectivity and accelerate solutions beyond connectivity and maintain margins

4 Pillars for our future growth

1. GTM 2.0
2. Product
3. Digital
4. People

4 Pillars for our future growth

1. GTM 2.0
2. Product
3. Digital
4. People

GTM 2.0

1 Customer Segmentation

2 Delayering of Structure

3 Sales effectiveness

4 Channel to Insource Sales

5 Product Specialist

4 Pillars for our future growth

1 GTM 2.0

2 Product

3 Digital

4 People

Winning beyond core in new markets

Cables

Data Center (Nxtra)

NaaS

CPaaS

Cloud

Security

IoT

5G

Submarine Cables

3,65,000+ Route KMS Across 50 Countries & 5 Continents

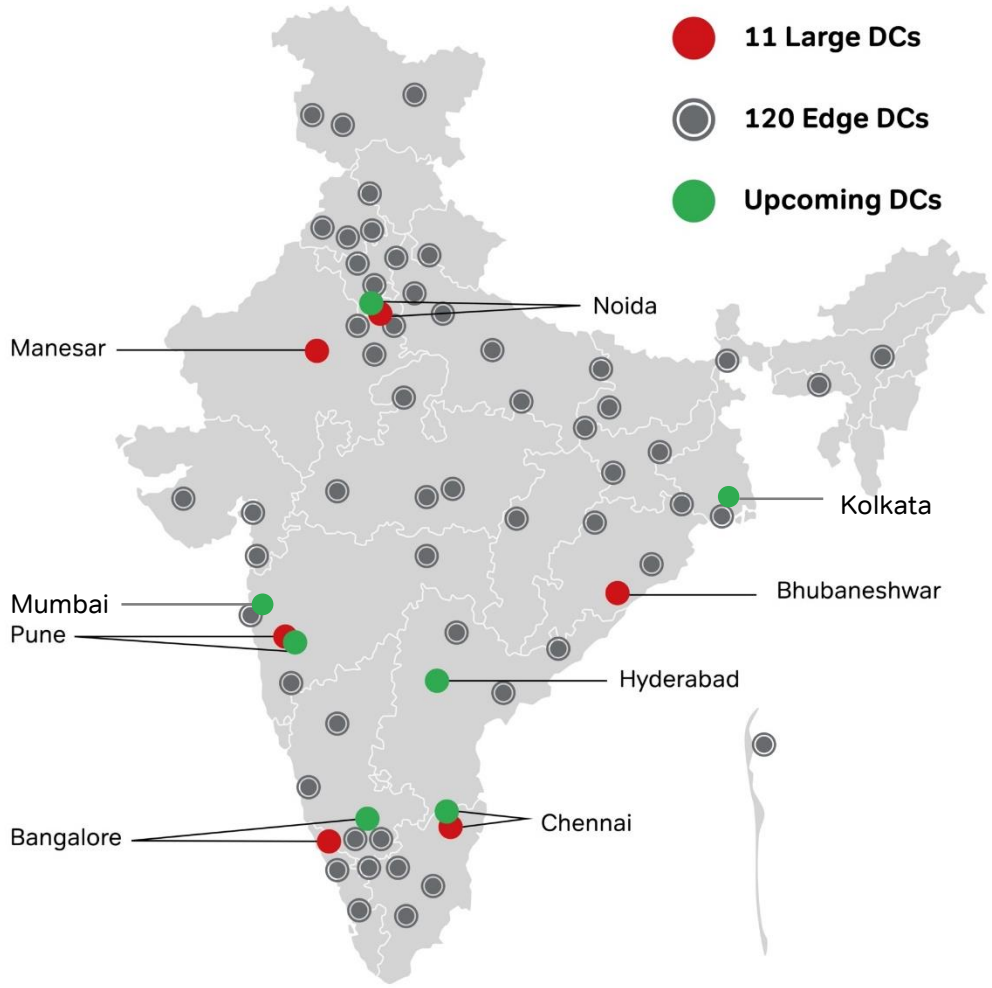
65+ Global PoPs

17 Countries Presence

35T capacity landing in India

1. SMW 6
2. 2 Africa
3. Extension to new location, Chennai - Mumbai
4. New Landing stations in India and Africa

Data Centre



Over **50%*** power through renewable sources for core DCs

1. Accelerate Build
2. Work with Hyperscaler
3. Drive ESG agenda

*By FY23

Network-as-a-Service (NaaS)

RAISE THE GAME

Moving up the value chain.

$1Bn market in 3 years time

Moving from

#1 Connectivity Player

to leading innovation in connectivity

1. SDWAN — LAVELLE NETWORKS
2. Bandwidth on Demand
3. Work from Anywhere
4. Devices

Panasonic · Capgemini · McDonald's · Royal Enfield

Airtel IoT

RAISE THE GAME

We power
46.2%
of India's IoT

4500+
Customers

11Mn+
Devices

1 Network : 2G/ 4G/ NBIOT/ Satellite

2 Focus on top segments
Auto / Utility / Pos

3 Horizontal solutions - Device Mgt / Location services / AIS 140

Paytm BSES Pine Labs MG MORRIS GARAGES Since 1924 Kirloskar KENT CamEye

CPaaS

RAISE THE GAME

130 Bn transactions

300+ customers

A Unified Customer Engagement Platform

Voice

Messaging

Video

Mart-tech

Contact Centre

HAVELLS

Urban Company

SWIGGY

rapido BIKE TAXI

trade india.

Dr Lal PathLabs

Airtel Cloud

Cloud Connect

01

Every major cloud player

Edge Cloud

02

CDN

Public Cloud

03

aws

Google Cloud

Hybrid Cloud for applications

04

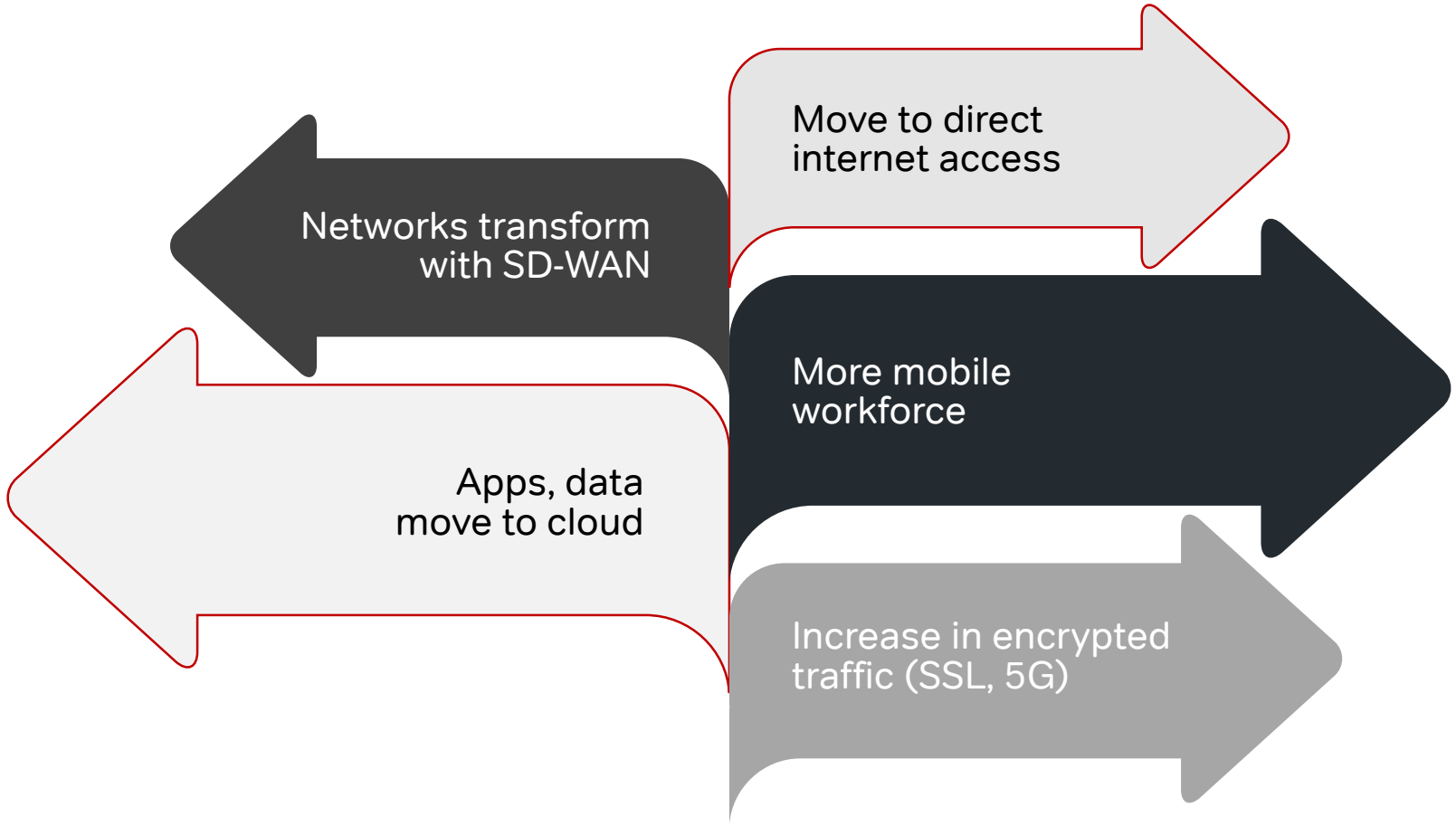
ORACLE

Airtel Secure

1 SOC

2 Network Bundle

3 Multi-product and technology



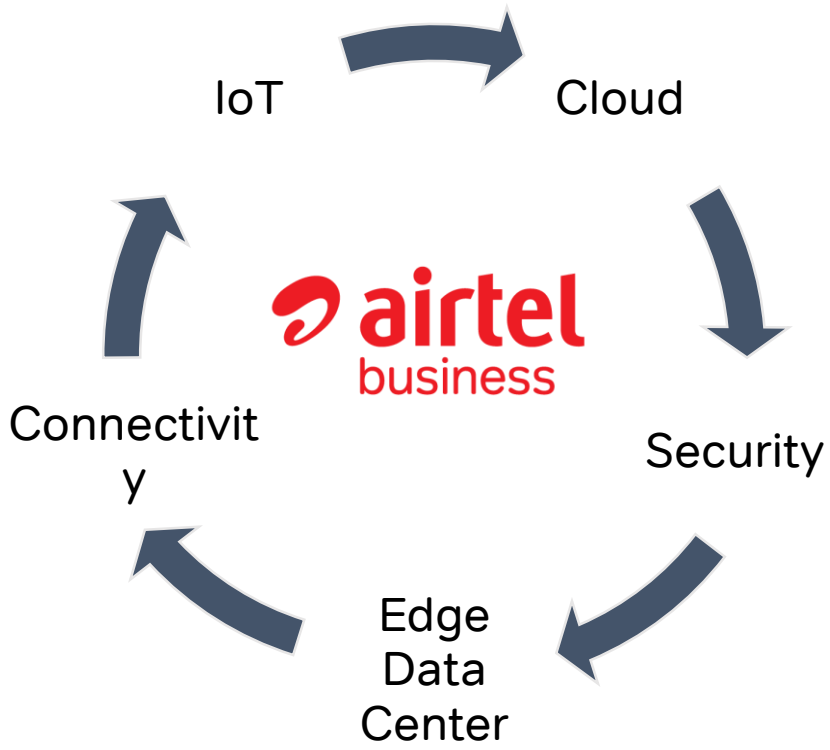
#5GforBusiness | Enabling the entire ecosystem – not just 5G

RAISE THE GAME

Partner ecosystem

Google Cloud
aws
cisco
TATA CONSULTANCY SERVICES
accenture
Capgemini
ERICSSON
NOKIA

Solutions ecosystem



Use Cases

NOKIA
Apollo HOSPITALS TOUCHING LIVES
BOSCH
Flipkart

4 Pillars for our future growth

1 GTM 2.0

2 Product

3 Digital

4 People

Digital First

RAISE THE GAME

GTM 2.0
SMB and Enterprise Transformation

+

Experience 2.0
Omnichannel experience

+

New Revenue streams / New Products

#airtelThanks forBusiness

Airtel Thanks for Business

RAISE THE GAME

An integrated self-serve platform to allow customers to discover, buy & manage all Airtel Business applications

Monthly Active Customers
100K+

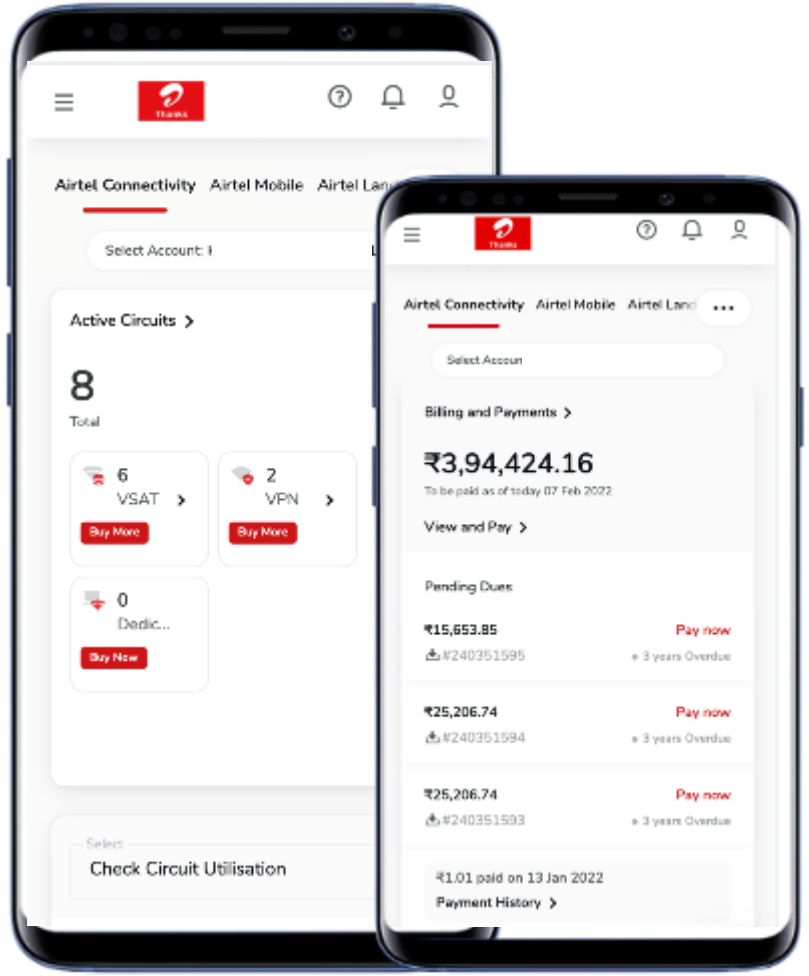
Repeat Customers
80%+

Paying Customers
60K+

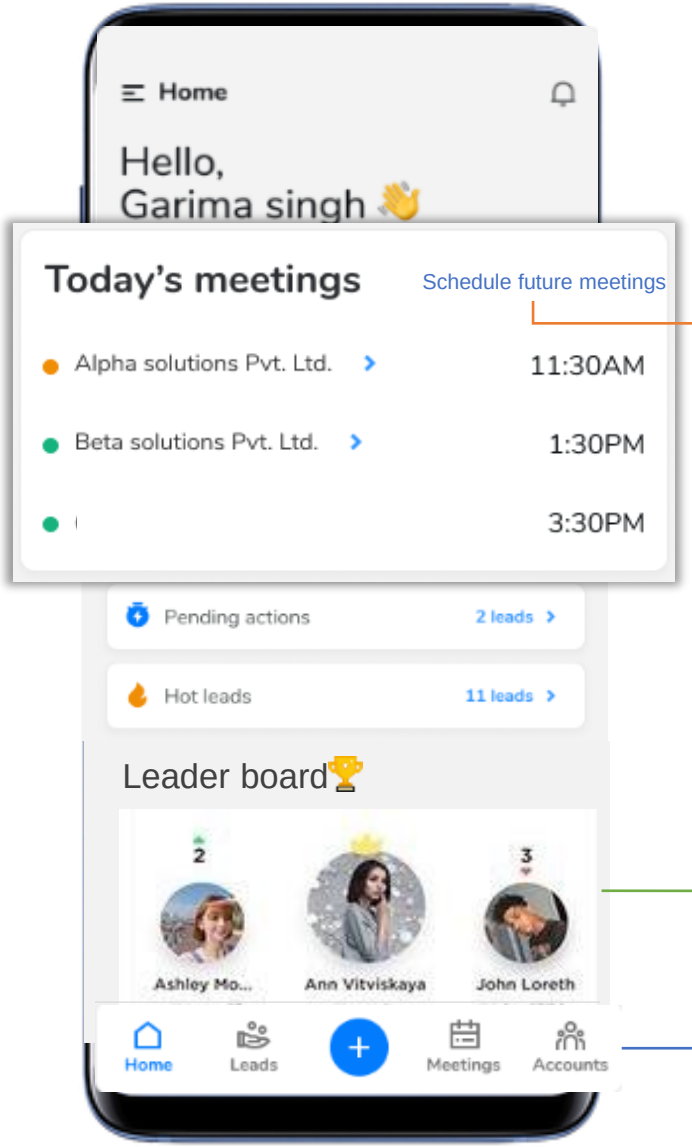
60%
Decrease in emails

15%+
Online Orders

40%+
Reduction in payment collection Time



Airtel Work – Improving productivity of front-line sales



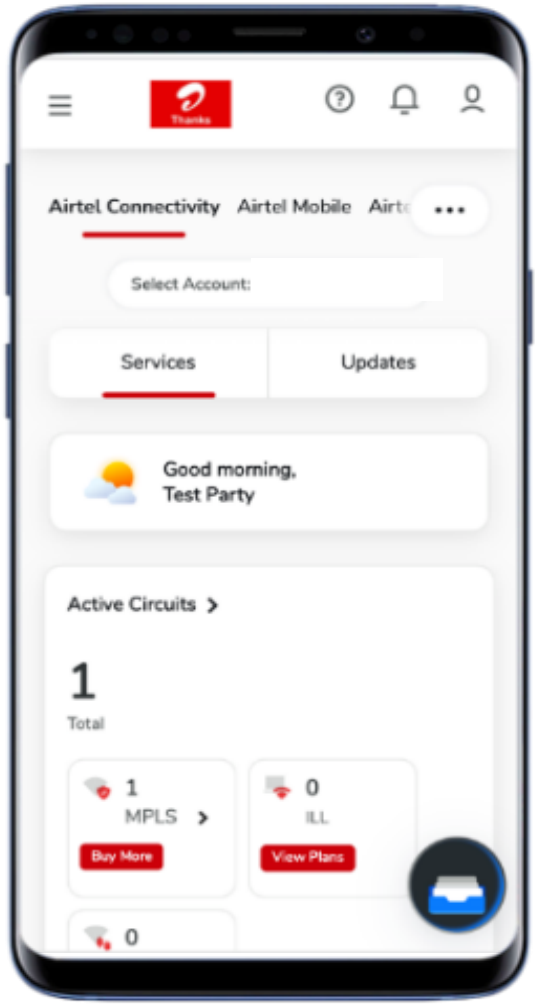
1 **Beat planning** with territory mapping and meeting planner

Next-best-actions
Critical highlights and notifications to drive AMs actions

2 **AM performance** display and gamification

User taps on account details from the list

3 Establishing better customer relationship by offering **360⁰ view of customers**
Via Airtel Thanks for Business



4 Pillars for our future growth

1. GTM 2.0
2. Product
3. Digital
4. People

Airtel Business | Strong Leadership

A Strong leadership focused on building stronger teams

Talent Refresh

Upskilling of Talent

Culture

Value Creation for Customers through Airtel Ecosystem

RAISE THE GAME

Increasing value to Airtel Business Customers

1 Core

Voice
- Fixed Voice
- Mobile

Data
- Airtel Xtreme
- Leased Lines
- MPLS

2G, 4G, 5G

Mobile Connectivity, Data

2 Solutions

- Airtel Cloud
- NXTRA
- SDWAN
- Managed Wifi
- Work from Anywhere
- Airtel Secure
- CDN
- NOC
- System Integration

Industry Solutions and core innovation

3 Digital platform

- IOT
- Airtel IQ
- Airtel Thanks for Business
- NaaS

Digital Transformation

We continue to innovate in our Core offerings while bringing in new products and solutions into our portfolio

Thank you

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