Intellectual Capital

SDGs impacted

Goal 8	**Goal 9**
Decent Work and Economic Growth	Industry, Innovation and Infrastructure
Goal 13	**Goal 16**
Climate Action	Peace, Justice and Strong Institutions

The strategic pillars of our innovative solutions are built upon a pool of intellectual and digital capability, strong brand engagement tools and powerful innovation-driven partnerships. These fundamental pillars work together to enable us to be future-ready and live up to our commitment to customer-centricity.

We have since long understood the capability of digital transformation to radically improve customer lives. We are not only revolutionising mobile technology with the help of smart technologies such as IoT, AI and ML and spearheading innovation-led O-RAN alliance in the country for swift 5G deployment across all domains, but we are also ensuring that the transformation is safe, secure, trustworthy and upholds our brand image of being the torchbearer of responsible change.

To power the rapid transformation and innovation ecosystem, we have also had to revamp our talent strategy to create a digital workforce suited to cater to the demands of the digital customer who want anytime, anywhere and hassle-free service in the shortest time possible. Together with building up the workforce, we are also engaging with strategic technology partners, start-ups and a few enterprise customers to further drive the open innovation and momentum to the next.

The 'Airtel' Brand: Future Ready

For more than two decades, Airtel has demonstrated growth that is strong yet sustained. This has been backed by a robust and agile execution engine that drives a company that is future proof in all its facets. With strategic investments over the years, Airtel has built compelling capabilities with digital innovation at the core of business strategy. Our technological edge has enabled us to create platforms that support high levels of connectivity to sustain a rapidly growing number of devices. Our network is now ready for the deployment of 5G across all domains – Radio, Core and Transport – and thus for the enablement of extremely fast speed with extraordinarily low latency together with the capacity to carry massive numbers of connections simultaneously.

These capabilities help us create a digital architecture for our customers that is intelligent, intuitive and capable of giving them an omni-channel experience with self-care solutions that enable them to personalise these service offerings according to their own preferences. Our focus has been to bring best-in-class end-to-end products to serve the growing customer needs, provide quality customer experience, and bring strong expertise to solve problems of affordability, access, and digital inclusion.

Consideration

2%

Y-o-Y increase as per March 2022 exit scores

Compelling digital capabilities driving innovation

Digital Infrastructure
We have invested over $46 Bn to create a strong digital infrastructure which can drive the new age India's digital economy. In addition to us being fully ready for 5G, we have also future proofed our core, radio and transport network.

Please read more on Page 14 of the report.

Digital Experience
Our Digital Experience layer encompasses our omni channel experience approach to serve customers, supported by our proprietary self-optimising network to improve customer experience dynamically. Further, we have simplified our interface with customers by consolidating our consumer business into mass Retail channel and the Direct to Customer channel, along with a single delivery organisation for higher productivity and overall better experience.

Please read more on Page 62 of the report.

Digital Services
Our digital infrastructure and our focus on innovation and building a digital tomorrow have enabled us to create a bouquet of digital services. We have created many industry defining products and services, including our 5 unicorn equivalents.

Please read more on Page 74 of the report.

Ecosystem of digital force and strategic partnerships

Airtel has laid a strong foundation for making it a truly digital first company to serve Digital India on the back of its world-class in-house engineering talent and powerful strategic partnerships.

The highly skilled people foster digital innovation, act as in-house change makers turning their ideas into reality – a reality which is lived by our millions of customers. Airtel's Innovation Lab, an in-house digital innovation factory 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.

2,300+
Digital talent base

Powerful strategic partnerships with Indian and global players across the world has enabled delivery of an array of consumer and enterprise services through the Airtel platform. The strong collaborations including with Axis Bank, Google TCS, Tech Mahindra, Cisco, Oracle, Ericsson, Nokia, Intel, Capgemini, Apollo Hospitals, Vedantu, Amazon Prime Video, HDFC Life, Zee5, Disney+ Hotstar and Bharti AXA amongst others, foster our ability to develop world-class platforms and digital solutions. Such partnerships are a source of transformation as we have embedded digital into our DNA and sharpened our focus on serving customers who live in a world of connected devices.

Refer 'Management Discussion and Analysis Report' for more details.
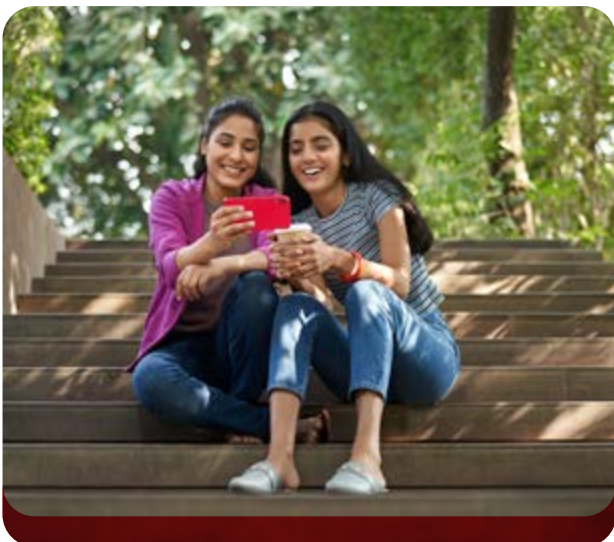
Supporting startups in navigating their growth journeys

We believe that India's startup ecosystem is now a globally celebrated story and India's young technology companies are doing game-changing work in building world-class solutions that solve hard problems. As a core enabler of this emerging digital ecosystem, Airtel is committed to help early-stage companies navigate their growth journeys and scale up quickly and sustainably. With its Startup Accelerator Program, Airtel invests in early-stage startups working on technologies that have adjacencies to Airtel's business offerings. The program gives start-ups the opportunity to deploy their technologies and applications at a massive scale, which includes millions of retail customers and enterprises. In addition to funding, the program offers mentorship from Airtel's leadership team and access to Airtel's global strategic partners.
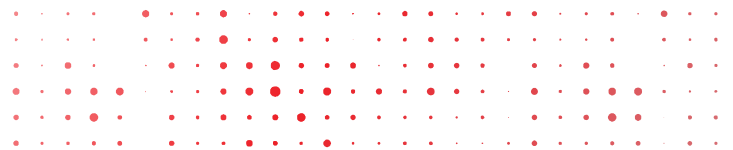
New startups onboarded under Airtel Startup Accelerator Program

Lavelle Networks

Specialising in software-defined Wide Area Network solutions, to bring 'Made in India' products and solutions for enterprises by offering cutting-edge technology and cost efficiencies.

Aqilliz

A Singapore-based blockchain technology startup to deploy Aqilliz's advanced blockchain technologies at scale across its fast-growing Adtech (Airtel Ads), Digital Entertainment (Wynk Music & Airtel Xstream) and Digital Marketplace (Airtel Thanks App) offerings.

Cnergee Technologies

A Cloud Network Solutions provider, enabling Airtel to sharpen its NaaS proposition for Small and Medium Businesses (SMBs) and boost Airtel's 'Work From Anywhere' solutions portfolio.

Logo	Description
Aqilliz	Blockchain as a service company specialising in marketing
CNERGEE	Integrated cloud network solutions provider
LAVELLE NETWORKS	software-defined wide area network solutions provider
waybeo	AI powered call tracking, automation and analytics platform
vahan	AI jobs bot for migrants, powering the gig company
VOICEZEN	ML engine for speech analytics, conversational commerce
SPEKTACOM	Interactive content, online fitness and health

During FY 2021-22, Airtel launched 'Startup Innovation Challenge' in partnership with Invest India, providing early stage start-up companies a platform to demonstrate their capabilities on 5G, IoT, Cloud Communications, Digital Advertising and Digital Entertainment and have access to Airtel's Innovation Lab amongst other opportunities. The initiative helped companies to foster innovation across the ecosystem, further promoting our nation's aspiration of 'Digital India'.

airtel startup accelerator   startupindia

AIRTEL LAUNCHES STARTUP INNOVATION CHALLENGE

- The challenge is open for start-ups to demonstrate solutions for 5G, IoT, Cloud Communications, Digital Advertising and Digital Entertainment

- Airtel will partner with the winners to provide technical mentoring for scaling up their business

agnii   INVEST INDIA