



June 17, 2020

National Stock Exchange of India Limited

Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E)
Mumbai – 400051, India

BSE Limited

Phiroze Jeejeebhoy Towers
Dalal Street
Mumbai – 400001, India

Ref: Bharti Airtel Limited (BHARTIARTL/532454)

Sub: Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 w.r.t. investment by Airtel Digital Limited, a wholly-owned subsidiary of the Company

Dear Sir/Madam,

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a press release titled '*Airtel adds Edtech to its digital portfolio with stake acquisition in kids learning startup - Lattu Kids*' dt. June 17, 2020 issued by the Company.

The details as required to be disclosed under the aforesaid Regulation 30 read with clause 1.1 of Annexure I of SEBI Circular dated September 9, 2015, are enclosed as 'Annexure A'.

Kindly take the above information on record.

Thanking you,
Sincerely yours,

For Bharti Airtel Limited

Rohit Krishan Puri
Dy. Company Secretary & Compliance Officer

Bharti Airtel Limited

(a Bharti Enterprise)

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CIN: L74899DL1995PLC070609



Airtel adds Edtech to its digital portfolio with stake acquisition in kids learning startup - Lattu Kids

Enables Airtel to bring premium digital learning content over its network to make learning fun for millions of kids across India

Lattu Kids becomes the fourth company to join Airtel Startup Accelerator Program

New Delhi, June 17, 2020: Bharti Airtel (“Airtel”), India’s largest integrated telco, today said that it has acquired a strategic stake in Edtech startup Lattu Media Pvt Ltd (“Lattu Kids”) as part of the Airtel Startup Accelerator Program.

Mumbai based Lattu Kids specializes in digital learning tools for children. Its highly popular Lattu Kids app focuses on improving English vocabulary, English reading and Maths skills for children under the age of 10 years through entertaining, fun learning animated videos and games.

At over 500 mn, India has the second largest number of internet users in the world, driven by affordable smartphones and the lowest 4G data tariffs globally. This deep penetration of internet has also led to wide adoption of online learning tools. The COVID-19 pandemic and closure of schools has further accelerated the adoption of virtual classrooms and digitally enabled learning. It is estimated that in India Edtech will become a USD 2 bn plus industry by 2021.

The investment will enable Airtel to add Edtech to its premium digital content portfolio and give distribution scale to quality learning material from Lattu Kids. Airtel already has over 160 mn monthly active users across its digital platforms – Airtel Thanks app, Airtel Xstream app and Wynk Music.

Adarsh Nair, Chief Product Officer, Bharti Airtel said: “At Airtel, we aspire to support the growth of the start-up ecosystem through our digital platforms. And now more than ever, online education is a critical need for millions of young children who do not have access to regular classrooms. We believe that Lattu Kids can make a positive impact in the space of online education and are excited to have them in our accelerator and partner in their growth.”

Vivek Bhutyani, Co-founder and CEO, Lattu Kids said: “Our Vision with Lattu Kids is to impact learning outcomes for young children in Nursery to Grade 2 and lead this category in India by using Digital content, Gamification and Technology. With Airtel, we have found an equally passionate partner and our synergies in this space will allow us to scale Lattu to millions of kids in India across classes and make it a much-loved home grown EdTech brand.”

Lattu Kids becomes the fourth company to join the Airtel Startup Accelerator Program, which allows start-ups to leverage Airtel’s robust ecosystem, including its core strengths in data, distribution, networks and payments. This includes access to a vast online and offline distribution



network that touches 300m+ customers, deep market understanding and platform of global strategic partners. Further, start-ups also get access to advisory services from Airtel's executive team.

About Bharti Airtel Limited

Bharti Airtel Limited is a leading global telecommunications company with operations in 18 countries across Asia and Africa. Headquartered in New Delhi, India, the company ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, the company's product offerings include 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed home broadband, DTH, enterprise services including national & international long distance services to carriers. In the rest of the geographies, it offers 2G, 3G, 4G wireless services and mobile commerce. Bharti Airtel had over 423 million customers across its operations at the end of March 2020. To know more please visit, www.airtel.com

Details as required to be disclosed under Regulation 30 read with clause 1.1 of Para A of Annexure I of SEBI Circular dated September 09, 2015

S.No.	Particulars	Details
1	Name of the target entity, details in brief such as size, turnover etc.	Lattu Media Private Limited (“Investee Company”)
2	Whether the acquisition would fall within related party transaction(s) and whether the promoter/ promoter group/ group companies have any interest in the entity being acquired? If yes, nature of interest and details thereof and whether the same is done at “arm’s length”	The acquisition does not fall within related party transactions. The promoter / promoter group does not have an interest in Investee Company.
3	Industry to which the entity being acquired belongs	Education-technology
4	Objects and effects of acquisition (including but not limited to, disclosure of reasons for acquisition of target entity, if its business is outside the main line of business of the listed entity)	Airtel, via its Startup Accelerator Program, aims to support growth of early stage Indian tech startups and partner with them in building significant scale to achieve its vision.
5	Brief details of any governmental or regulatory approvals required for the acquisition	Not Applicable
6	Indicative time period for completion of the acquisition	June 30, 2020
7	Nature of consideration - whether cash consideration or share swap and details of the same	Cash consideration
8	Cost of acquisition or the price at which the shares are acquired	Acquisition of the equity shares of Investee Company is done at mutually agreed pre money enterprise valuation. The said valuation is not material and not disclosed herein due to reasons of confidentiality.
9	Percentage of shareholding / control acquired and / or number of shares acquired	<u>Percentage of shareholding agreed to be acquired: 10%</u>
10	Brief background about the entity acquired in terms of products/line of business acquired, date of incorporation, history of last 3 years turnover, country in which the acquired entity has presence and any other significant information (in brief)	Lattu Kids is direct to consumer EdTech brand for kids in pre-school and early K-12 (ages 3 to 10). The primary product is an English learning app through which it reaches consumers in more than 500 towns across India. The app smartly combines habit-forming fun and educational cartoons and interactive learning games to drive English learning for children. Please refer to press release for further information.