



February 12, 2018

National Stock Exchange of India Limited
Exchange Plaza, C-1 Block G
Bandra Kurla Complex, Bandra (E),
Mumbai-400051

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai-400001

Ref: Bharti Airtel Limited (532454 / BHARTIARTL)

Sub: Press Release

Dear Sir/ Madam,

We are enclosing herewith a press release titled "Airtel and Hotstar announce strategic partnership", being issued by Bharti Airtel Limited.

Kindly take the above information on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited


Rohit Krishan Puri
Dy. Company Secretary



Bharti Airtel Limited

(a Bharti Enterprise)

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CIN: L74899DL1995PLC070609



Airtel and Hotstar announce strategic partnership

Hotstar's catalogue of shows from 22 channels, 3000 plus movies and exclusive shows will now be available for free to all Airtel mobile customers through Airtel TV app

Airtel TV app now has one of the largest digital content portfolios in India, offering access to over 350 LIVE TV channels and 10,000 movies and shows

New Delhi, February 12, 2018: Bharti Airtel ("Airtel"), India's largest telecommunications services provider, and Hotstar, India's largest premium streaming platform today announced a strategic partnership to bring exciting digital content from Hotstar's portfolio to Airtel customers. This will further expand Airtel TV app's wide range of offerings and expand the footprint for Hotstar's content across Airtel's large mobile customer base.

With the new partnership, Airtel TV now has access to one of the largest and most exciting digital content portfolios in India, with 350 plus LIVE TV channels and close to 10,000 popular movies and shows from India and abroad. Airtel has forged partnerships with all leading broadcasters and production houses to bring the best of content on a single platform and offer a compelling experience to customers.

Hotstar's rich content library comprising over 100,000 hours of content, in 9 languages comprising live sports and the best of Indian cinema and TV shows from channels across the Star network will now be available to all Airtel customers for free through the Airtel TV app. This will include shows from 22 channels and over 3000 hit movies and shows.

All content on Airtel TV app is free for Airtel Prepaid and Postpaid customers on a promotional basis till June 2018, offering them a great experience on India's best smartphone network. To get started, customers can download the latest version of the Airtel TV app to enjoy the upgraded content.

Sameer Batra, CEO – Wynk said, "We are delighted to have Hotstar onboard as a long term partner in our endeavour to build a world-class digital content ecosystem. Their rich content library will add immense value to our content play and add to the user experience. Airtel TV's new version has received an extremely positive response from users and we will continue to bring exciting content and in-app innovations to delight them."

Commenting on the partnership, Ajit Mohan, CEO – Hotstar, added, 'Airtel has among the widest consumer footprints in India and with our expansive content library, comprising rich programming that can cater across age groups, geographies and interests, there are natural synergies and we are very excited about this partnership.'

The Hotstar catalogue available to Airtel TV users includes shows from channels across multiple genres, popular movies and shows in Hindi and regional languages like Kannada, Malayalam, Marathi, Tamil and Telugu. In addition, customers get access to an exciting library of sports content and LIVE matches.

**About Airtel:**

Bharti Airtel Limited is a leading global telecommunications company with operations in 16 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 394 million customers across its operations at the end of December 2017. To know more please visit, www.airtel.com

About Hotstar:

Hotstar is India's largest premium streaming platform with more than 100,000 hours of drama and movies in 9 languages, and coverage of every major global sporting event. Launched in early 2015, it is one of India's most downloaded apps and has attracted more than 350 million followers on the back of a highly evolved video streaming technology and high attention to quality of experience across devices and platforms. Hotstar has appropriated top spots on the Google Play Store as well as the Apple App Store, named among the most popular apps of 2017 on both platforms.