



March 29, 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 ALTBalaji join hands to offer exciting digital content", being issued by Bharti Airtel Limited.

Kindly take the same 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 ALTBalaji join hands to offer exciting digital content

Popular original shows and movies from ALTBalaji now available on Airtel TV app

All content on Airtel TV app is free for Airtel Postpaid and Prepaid customers

New Delhi, March 29, 2018: Bharti Airtel ("Airtel"), India's largest telecommunications services provider, and ALTBalaji, a wholly owned subsidiary of Balaji Telefilms, today announced a strategic partnership to bring exciting digital content from ALT Balaji's portfolio to Airtel TV app users.

ALTBalaji's complete range of original shows and hit movies is now available on Airtel TV app. This includes popular shows like Karrle Tu Bhi Mohabbat, Haq and Bollywood hits like One Upon a Time in Mumbai and Lootera. This will help ALTBalaji in extending its content distribution to Airtel TV app's fast growing user base.

With this strategic partnership, Airtel TV has further strengthened its content catalogue, which is amongst the largest in India. Customers can choose from over 350 + LIVE TV channels and 10,000 + movies and shows on Airtel TV app. All content on Airtel TV app is completely free for Airtel Postpaid and Prepaid customers till June 2018.

Sameer Batra, CEO – Wynn said, "We are thrilled to partner ALTBalaji and bring their rich content on to Airtel TV app. This will add to the wide range of exciting digital content available to our users. As Airtel TV continues to rapidly expand its user base, we remain focused on offering our users easy access to differentiated line up of entertainment content on the go."

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.

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 ALTBalaji

ALTBalaji is India's largest platform for original and exclusive digital content with more than 15 million mobile plus web users and is available in over 90 countries. The digital platform currently offers 17 original shows in Indian languages across various genres such as romance, mystery, drama and comedy. The platform also offers entertaining original shows for kids and have launched short, hilarious regional stand-up comedy videos in Marathi, Punjabi, Hindi, Gujarati, Tamil and Telugu.