Bharti Airtel: Who Are We

Third largest telecom operator in the world

Presence in 16 countries\(^1\) serving around 457 mn customers

\(^1\) Excluding JV in Africa (Ghana)

\(^2\) Only integrated operator with wireless, wireline & satellite TV.

\(^3\) Market leadership (Rank 1 or 2) in 12 of 14 countries

#1 operator in India

#2 operator in Africa

Highest standards of Corporate Governance – ranked #1 by Transparency International

Our Guiding Strategy

Customer Centricity
Win customers through differentiated products and world class technology

Performance Excellence
Accelerate non-mobile business, grow market share and strip out waste

Transparency and Ethical Governance
Highest Corporate Governance and disclosure rankings

Sources - 1. Excluding JV in Africa (Ghana)  2. Only integrated operator with wireless, wireline & satellite TV. 3. Market leadership (Rank 1 or 2) in 12 of 14 countries
Bharti Airtel: Investment Rationale

1. Presence in underpenetrated markets of India and Africa with large residual opportunity
2. Leading operator with scale and diversified businesses across markets
3. Bulk investments already in place; best in class spectrum bank in markets of operations
4. Demonstrated superior execution capabilities
5. Strong balance sheet enabling ample headroom for expansion
6. Experienced management, diversified board, marquee partners and shareholders
India & Africa - Mobile Market

- 2nd largest telecom market in the world
- 2nd largest smartphone market in the world
- 2nd highest internet users in the world
- 2nd largest enterprise & SMB market in the world

- One of the fastest growing economic zone in the world
- 444 Million\(^2\) mobile subscribers in 2017. Expected to grow to 634 Million by 2025.
- Mobile broadband connections\(^3\) to grow from 38% in 2017 to 87% by 2025.
- Median age\(^4\) in Africa, excepted to be 19.8 by 2020

## Opportunity in Indian Telecom

### WIRELESS
- 1.3 bn population
- ~0.7 bn unique wireless customers
- Rural Tele-Density ~ 56.81%¹

### WIRELESS DATA
- ~36.6%² Mobile Broadband Penetration
- Mobile data³ traffic to grow 7-fold from 2016 to 2021 CAGR of 49%

### WIRED BROADBAND
- 250mn households
- < 10% connected
- Household disposable income rising

### ENTERPRISES
- 1.5 mn SMB/Enterprises
- < 10% connectivity

### MOBILE BANKING
- Cash based economy
- 65% consumer transaction by value are currently in cash

### DTH AND CABLE
- 250 mn households
- Digital Cable/ DTH subscribers~ 100 mn⁴

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Source: 1 & 2 – Telecom Subscription Report, TRAI, 3- VNI Mobile Forecast Highlights, 2016-2021, 4– BoA Merrill Lynch Global Research,
Opportunity in African Telecom

WIRELESS

1.2 Bn Population (Airtel Africa covers 547 Mn Population)
Median age < 25

SMARTPHONE PENETRATION

Smartphone penetration to reach 50% by 2020
498 million smartphones by 2020

MOBILE BANKING

Banking Penetration low
Mobile money services predominant in most countries

DATA TRAFFIC

Mobile data traffic to grow by a CAGR of 66% over the period of 2016-2020

Average Mobile Penetration: 45%
Average Smartphone Penetration: 20%

Source 1, 2 & 3 : GSMA Sub Saharan Africa Data - 2017
Leader in India Revenue Market Share

34.1%

~$20 Bn Indian Telecom Industry
1.131 Bn total wireless subscribers in India

Airtel’s strength across telecom circles in India

<table>
<thead>
<tr>
<th>Operator</th>
<th>Rank</th>
<th>No. of Circles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Airtel</td>
<td>1</td>
<td>14</td>
</tr>
<tr>
<td>Tata Teleservices</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Telenor</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Vodafone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Idea Cellular</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliance Jio</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BSNL + MTNL</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RCom</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. RMS is calculated on the basis of adjusted gross revenues including NLD. Source: TRAI
2. RMS is as of Q4’18
3. Airtel + Telenor merged. Tata approval pending.
4. Circle wise RMS is on the basis of Gross Revenue
5. RCOM and Aircel folded their wireless operations in Nov 2017 & March 2018 respectively.
6. Aircel stopped reporting their RMS.
And Customer Market Share..

Value players have lost subscriber market share to incumbents.

Airtel, Tata Tele Services & Telenor comprise 32.9% of total industry subscriber base as of May’18.

Note: Airtel and Telenor merged as of May’18. Airtel includes Telenor and excludes Tata.
## Leading presence in Africa

<table>
<thead>
<tr>
<th>Country</th>
<th>Market size (mn $)</th>
<th>Key Telecom operators</th>
<th>Our Position</th>
<th>Airtel RMS %</th>
<th>EBITDA range</th>
<th>Key competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zambia</td>
<td>480</td>
<td>3</td>
<td>1</td>
<td>&gt;40%</td>
<td>&gt;40%</td>
<td>MTN</td>
</tr>
<tr>
<td>Niger</td>
<td>330</td>
<td>4</td>
<td>1</td>
<td>&gt;40%</td>
<td>&gt;40%</td>
<td>Orange</td>
</tr>
<tr>
<td>Malawi</td>
<td>225</td>
<td>2</td>
<td>1</td>
<td>&gt;40%</td>
<td>&gt;40%</td>
<td>TNM</td>
</tr>
<tr>
<td>Madagascar</td>
<td>195</td>
<td>3</td>
<td>1</td>
<td>30-40%</td>
<td>20-30%</td>
<td>Orange, Telma</td>
</tr>
<tr>
<td>Nigeria</td>
<td>4,710</td>
<td>6</td>
<td>2</td>
<td>20-30%</td>
<td>30-40%</td>
<td>MTN</td>
</tr>
<tr>
<td>Kenya</td>
<td>2,300</td>
<td>3</td>
<td>2</td>
<td>&lt;10%</td>
<td>&lt;20%</td>
<td>Safaricom</td>
</tr>
<tr>
<td>Uganda</td>
<td>700</td>
<td>5</td>
<td>2</td>
<td>&gt;40%</td>
<td>&gt;40%</td>
<td>MTN</td>
</tr>
<tr>
<td>Congo B</td>
<td>375</td>
<td>3</td>
<td>2</td>
<td>&gt;40%</td>
<td>30-40%</td>
<td>MTN</td>
</tr>
<tr>
<td>Gabon</td>
<td>350</td>
<td>4</td>
<td>2</td>
<td>&gt;40%</td>
<td>&gt;40%</td>
<td>Maroc</td>
</tr>
<tr>
<td>Chad</td>
<td>274</td>
<td>3</td>
<td>2</td>
<td>&gt;40%</td>
<td>20-30%</td>
<td>Tigo</td>
</tr>
<tr>
<td>Rwanda</td>
<td>165</td>
<td>2</td>
<td>2</td>
<td>30-40%</td>
<td>&lt;20%</td>
<td>MTN</td>
</tr>
<tr>
<td>Seychelles</td>
<td>55</td>
<td>2</td>
<td>2</td>
<td>&gt;40%</td>
<td>30-40%</td>
<td>C &amp; W</td>
</tr>
<tr>
<td>DRC</td>
<td>990</td>
<td>6</td>
<td>3</td>
<td>20-30%</td>
<td>20-30%</td>
<td>Voda, Orange</td>
</tr>
<tr>
<td>Tanzania</td>
<td>1,040</td>
<td>5</td>
<td>3</td>
<td>20-30%</td>
<td>&lt;20%</td>
<td>Vodacom, Tigo</td>
</tr>
</tbody>
</table>

Source: Company Presentations
Diversified portfolio

Revenue Split by segments

- Wireless India, 47.4%
- Africa, 23.9%
- Towers, 7.7%
- Airtel Business, 13.5%
- Digital Services, 4.5%
- Homes, 2.6%
- South Asia, 0.5%

As of Q1’19 Non-Mobile Business* comprise of 31.1% of Total Revenues (~27.1% as of Q1’18)

EBITDA Split by segments

- Wireless India 38.4%
- Africa 26.7%
- South Asia 0.0%
- Towers 10.9%
- Airtel Business 14.5%
- Digital Services 5.6%
- Homes 4.0%

As of Q1’19 Non-Mobile Business* comprise of 36.7% of EBITDA (~30.2% as of Q1’18)

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1. Excludes others and eliminations.
* Non Mobile Businesses include Homes, DTH, Airtel Business and Towers.
Investing for growth – Spectrum Holding

<table>
<thead>
<tr>
<th>Band (Avg holding across 22 circles)</th>
<th>Airtel</th>
<th>Competitor 1</th>
<th>Competitor 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>800/900Mhz Paired</td>
<td>7.4</td>
<td>6.2</td>
<td>9.6</td>
</tr>
<tr>
<td>1800 Mhz Paired</td>
<td>16.1</td>
<td>17.9</td>
<td>7.4</td>
</tr>
<tr>
<td>2100 Mhz Paired</td>
<td>7.7</td>
<td>8.9</td>
<td>3.0</td>
</tr>
<tr>
<td>2300/2500 Mhz Unpaired</td>
<td>25.9</td>
<td>18.2</td>
<td>27.3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spectrum Band</th>
<th>Industry spectrum</th>
<th>Spectrum ex-govt. operator</th>
<th>Airtel’s holding</th>
<th>SMS(^1) excl. govt. operator</th>
</tr>
</thead>
<tbody>
<tr>
<td>900 Mhz</td>
<td>415</td>
<td>277</td>
<td>110.2</td>
<td>39.8%</td>
</tr>
<tr>
<td>1800 Mhz</td>
<td>1,082</td>
<td>1,015</td>
<td>355.3</td>
<td>35.0%</td>
</tr>
<tr>
<td>2100 Mhz</td>
<td>605</td>
<td>495</td>
<td>170.0</td>
<td>34.3%</td>
</tr>
<tr>
<td>2300 Mhz</td>
<td>600</td>
<td>600</td>
<td>285.0</td>
<td>47.5%</td>
</tr>
<tr>
<td>Total</td>
<td>3,318</td>
<td>2,826</td>
<td>973.0</td>
<td>34.4%</td>
</tr>
</tbody>
</table>

Note: Table excludes RCOM’s Admin Spectrum

> $16 bn investment in spectrum since 2010 – to create best in class spectrum bank
Aggressive Network Build

Total tower count (‘000)

Q1’17 | Q1’18 | Q1’19
---|---|---
157.1 | 162.8 | 167.3
108.0 | 120.1 | 146.4
1.3 | 1.7 | 2.2

National long distance fiber – over 245,847 RKms\(^1\)
Added c. 14,933 RKms over the past year

Global sub-sea cable network of over 250,000 Rkms\(^2\),
covering 50 countries and 5 continents.

1. Excludes fiber from Tata 2. Quarterly Report Q1’19

Bharti Airtel Limited 12
# Africa: Invested for Growth

## Abundant spectrum across operations

<table>
<thead>
<tr>
<th>OPCO</th>
<th>800</th>
<th>900</th>
<th>1800</th>
<th>2100</th>
<th>2600</th>
<th>2300</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zambia</td>
<td>10</td>
<td>20</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>Niger</td>
<td>10.2</td>
<td>10</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>35.2</td>
</tr>
<tr>
<td>Malawi</td>
<td>11.6</td>
<td>19.8</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>41.4</td>
</tr>
<tr>
<td>Madagascar</td>
<td>11.2</td>
<td>24.4</td>
<td>10</td>
<td>8.5</td>
<td></td>
<td></td>
<td>54.1</td>
</tr>
<tr>
<td>Nigeria</td>
<td>5</td>
<td>15</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Kenya</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>30</td>
</tr>
<tr>
<td>Uganda</td>
<td>10.8</td>
<td>15</td>
<td>20</td>
<td>10</td>
<td></td>
<td></td>
<td>55.8</td>
</tr>
<tr>
<td>Congo B</td>
<td>11.8</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>41.8</td>
</tr>
<tr>
<td>Gabon</td>
<td>10</td>
<td>8</td>
<td>14</td>
<td>15</td>
<td>20</td>
<td></td>
<td>67</td>
</tr>
<tr>
<td>Chad</td>
<td>10</td>
<td>25</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>45</td>
</tr>
<tr>
<td>Rwanda</td>
<td>10.4</td>
<td>15</td>
<td>15</td>
<td></td>
<td></td>
<td></td>
<td>40.4</td>
</tr>
<tr>
<td>Seychelles</td>
<td>10</td>
<td>12</td>
<td>20</td>
<td>20</td>
<td></td>
<td></td>
<td>62</td>
</tr>
<tr>
<td>DRC</td>
<td>6</td>
<td>12</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Ghana JV</td>
<td>13</td>
<td>25</td>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td>58</td>
</tr>
<tr>
<td>Tanzania</td>
<td>7.5</td>
<td>12.5</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>30</td>
</tr>
</tbody>
</table>

### Frequency Band (Mhz)

**Mobile broadband towers (‘000) – Africa**

<table>
<thead>
<tr>
<th></th>
<th>Q1’18</th>
<th>Q1’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total tower count (‘000)</td>
<td>18,998</td>
<td>19,895</td>
</tr>
<tr>
<td></td>
<td>12,732</td>
<td>14,653</td>
</tr>
<tr>
<td></td>
<td>1.10</td>
<td>1.62</td>
</tr>
</tbody>
</table>

- Mobile Broadband Towers
- Total Mobile Towers
- Mobile Broadband Base Stations per Mobile Broadband Tower
STRATEGY

INDIA
PILLARS OF INDIA STRATEGY

Win the 4G game decisively
Win with brilliant Network Experience
Build New Revenues
Win with War on Waste
Win with People
Indian telecom market dynamics is changing

- Explosion of Data – Spurt in volumes and smartphone shipments
- SIM Consolidation
- Bundled products – Voice and data bundling; total customer ARPU focus
- Increasing interest in digital content – Movies, Amazon, Netflix, Music

GSM data and voice consumption is increasing

<table>
<thead>
<tr>
<th>Data Usage per sub per month (MB)</th>
<th>MOU per sub per month (Mins)</th>
</tr>
</thead>
<tbody>
<tr>
<td>YoY</td>
<td>YoY</td>
</tr>
<tr>
<td>143%</td>
<td>44%</td>
</tr>
</tbody>
</table>

Source: TRAI

- India- World’s second largest smartphone market
- Biggest feature phone market globally

Source 1: Performance Indicator Report, TRAI
Win the 4G Game decisively

Mobile Broadband Customer Base

Win the *primary 4G SIM Slot*

- Drive upgrades through device partnerships and offers
- Lock-in customers through postpaid and loyalty programs
- Win every market and channel through *micro marketing*

As a % of Total Customer Base

- Q1'18: 17.4%
- Q2'18: 19.6%
- Q3'18: 21.4%
- Q4'18: 25.2%
- Q1'19: 24.9%

QoQ Growth: 11.9%

YoY Growth: 75.2%
Brilliant Network Experience

Future proof network across access, transport and core layers.

Airtel rated as India’s fastest mobile network by Ookla - the global leader in broadband testing and web-based network diagnostic applications for the third time in a row.

Source: http://www.speedtest.net/awards/india/
Build New Revenues

Wynk and Airtel TV Customers (Mn)

<table>
<thead>
<tr>
<th></th>
<th>Wynk</th>
<th>Airtel TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mar’17</td>
<td>23</td>
<td>1</td>
</tr>
<tr>
<td>Mar’18</td>
<td>92</td>
<td>36</td>
</tr>
<tr>
<td>June’18</td>
<td>102</td>
<td>66</td>
</tr>
</tbody>
</table>

Driving down churn

<table>
<thead>
<tr>
<th></th>
<th>Q1’18</th>
<th>Q2’18</th>
<th>Q3’18</th>
<th>Q4’18</th>
<th>Q1’19</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>3.8%</td>
<td>3.9%</td>
<td>3.3%</td>
<td>2.8%</td>
<td>2.0%</td>
</tr>
</tbody>
</table>

Build the largest Music and TV service in India.
Rapidly grow homes through broadband and DTH expansion.
Launch enterprise platforms to drive new revenues.
Accelerate SME through GTM re-invention and Leverage Customer 360, training and touch points.
Drive new revenue streams in the areas of IoT, Cybersecurity and DCs.
Build the largest Payments Bank.

- **Songs Streamed** ~ 1.5 Billion/Month
- **Wynk Music** ~ #1 app in terms of music consumption in the country.
- **Airtel TV** ~ Among Top 3 Most downloaded video OTT app in 2018

Source: Media articles, company announcements
War on Waste

India Opex growth\(^1\) - YoY

Drive down cost through end to end process re-engineering and digitization

Mobile broadband BTS per mobile broadband tower

1. Excludes Access costs, COGS
PILLARS OF AFRICA STRATEGY

Win with more customers
Win with Mobile Money and Data Growth
Win with Network
Win with right cost design
Win with People
Airtel Africa on solid footing

Gross Revenues (USD Mn)

- Q1'18: 697
- Q2'18: 743
- Q3'18: 767
- Q4'18: 772
- Q1'19: 794

Operating Free Cash Flow (USD Mn)

- Q1'18: 156
- Q2'18: 196
- Q3'18: 197
- Q4'18: 27
- Q1'19: 240

EBITDA (USD Mn) and Margin (%)

- Q1'18: 200, Margin: 28.6%
- Q2'18: 246, Margin: 33.1%
- Q3'18: 272, Margin: 35.5%
- Q4'18: 277, Margin: 35.9%
- Q1'19: 289, Margin: 36.4%

PBT (USD Mn)

- Q1'18: 4
- Q2'18: 47
- Q3'18: 106
- Q4'18: 69
- Q1'19: 113

Based on 14 country operations, USD Constant Currency
While maintaining highest standards of Corporate Governance

1. Ranked #1 by Transparency International for highest standards of Corporate Governance
2. Ranked amongst the “Forbes’ list of 100 most innovative companies in the world” for 2017.
3. Won the prestigious “Golden Peacock Award for Corporate Sustainability – 2017”
4. Won the “Best Brand Loyalty Marketing Campaign” and “Best CSR Initiative Award” at the Asian Customer Engagement Forum (ACEF) awards.
5. Airtel’s Internet TV – India’s first 4K hybrid set-top box, powered by Android TV, won the “Tech Peripheral of the Year” award.
6. Airtel Ghana won the “Best Corporate Social Responsibility Initiative Award” at the 2017 African Carrier Awards
7. Airtel Nigeria won the “Payment Innovation Award” for Airtel’s transformative use of mobile financial solutions to solve real world customer problems
Airtel : Financial flexibility & Balance Sheet

Focus on deleveraging: Actions undertaken since 2012

<table>
<thead>
<tr>
<th>Action</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infratel IPO and subsequent stake selldowns</td>
<td></td>
</tr>
<tr>
<td>Allotment of 5% stake of Airtel to QFE</td>
<td></td>
</tr>
<tr>
<td>Africa tower sales</td>
<td></td>
</tr>
<tr>
<td>Sale of 2 Opcs to Orange</td>
<td></td>
</tr>
<tr>
<td>DTH stake sale to Warburg Pincus</td>
<td></td>
</tr>
</tbody>
</table>

Diversified debt profile

<table>
<thead>
<tr>
<th>Leverage: Net Debt (ex-DOT) to EBITDA: 2.15 (LTM June’18)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maturity: Tenors pushed out from 2 years to 7-5 years</td>
</tr>
<tr>
<td>Diversified debt mix: DOT, Bonds, ECA and Banks</td>
</tr>
<tr>
<td>Currency diversification: INR, USD, EUR, CHF</td>
</tr>
<tr>
<td>Interest: Balanced but predominantly a fixed portfolio</td>
</tr>
</tbody>
</table>

Bharti Airtel Limited
THANK YOU