



April 19, 2017

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 Amazon announce partnership to enable a superior online content experience on Amazon Fire TV Stick with Voice Remote", 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)

Regd. & Corporate Office: Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase II, New Delhi - 110 070
T.: +91-11-4666 6100, F.: +91-11-4166 6137, Email id: compliance.officer@bharti.in, www.airtel.com

CIN: L74899DL1995PLC070609



Airtel and Amazon announce partnership to enable a superior online content experience on Amazon Fire TV Stick with Voice Remote#

Customers can enjoy 100 GB free high speed data on Airtel Home Broadband/Airtel 4G Home Wi-Fi with the purchase of Amazon Fire TV Stick with Voice Remote#*

Airtel Movies now available on Amazon Fire TV Stick with Voice Remote; Airtel users can get access to thousands of movies and TV shows for free

#

New Delhi, April 19, 2017: Bharti Airtel (“Airtel”), India’s largest telecommunications services provider, announced a partnership with Amazon for Amazon’s Fire TV Stick with Voice Remote, which was launched in India today. #

#

Customers purchasing Amazon Fire TV will get free 100 GB high speed data via Airtel Broadband/Airtel 4G Home Wi-Fi* to enable them to enjoy online content on their TV. #

#

In addition, Airtel Movies, the OTT app from Airtel, will offer Airtel mobile and broadband customers access to an exciting collection of thousands of popular Bollywood movies & premium TV shows across a host of genres.#

#

Raj Pudipeddi, Director – Consumer Business & Chief Marketing Officer, Bharti Airtel said, “We are delighted to partner with Amazon to enable a superior online content experience through our platforms. We invite customers to experience the Amazon Fire TV Stick with Voice Remote Fire TV on Airtel and also enjoy thousands of movies with Airtel Movies. Airtel has consistently innovated to delight the Indian consumer and has been rated as the top broadband network and the fastest mobile network in the country.”#

#

While the data offer can be availed by existing as well as new Airtel home broadband and 4G home Wi-Fi customers, free access to content on Airtel Movies will be available to all Airtel mobile customers as well. The data quota can be availed in buckets of 35GB per month for three months from the date of activation. To activate the Airtel offer, customers of Amazon Fire TV Stick with Voice Remote have to just launch Airtel Movies and follow a few simple steps#

#

Airtel 4G is available to customers in all 22 circles across India and the Airtel 4G home Wi-Fi device enables a seamless high speed Wi-Fi experience in homes with the added benefit of portability. Airtel has been rated as fastest mobile network in India by Ookla. #

#

Airtel Broadband is available to customers in 87 cities and offers high speed broadband with speeds up to 100 Mbps with cutting edge offerings like V-Fiber that power digital homes of the future.

**Airtel 4G Home Wi-Fi is currently available only in Delhi, Mumbai, Karnataka, Kerala, Haryana, Kolkata, Punjab and Maharashtra.*

About Bharti Airtel

Bharti Airtel Limited is a leading global telecommunications company with operations in 17 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 and 4G wireless services and mobile commerce. Bharti Airtel had over 369 million customers across its operations at the end of February 2017. To know more please visit, www.airtel.com

About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.com/about.

#