



July 17, 2016

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 drops pre-paid data tariffs - Increases data benefits on pre-paid packs by up to 67%" being issued by Bharti Airtel Limited.

Kindly take the same on record.

Thanking you,

Sincerely Yours

For Bharti Airtel Limited

Rajendra Chopra

Sr. Vice President & Company Secretary



**Bharti Airtel Limited**

(a Bharti Enterprise)

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CIN: L74899DL1995PLC070609

## Airtel drops pre-paid data tariffs

### *Increases data benefits on pre-paid packs by up to 67%*

*Added data benefits on monthly packs to boost data consumption amongst existing users by offering more value; Sachet Packs to drive affordability and help bring first time users online*

**New Delhi, July 17, 2016:** Bharti Airtel (“Airtel”), India’s largest telecommunications services providers, today announced an effective reduction in pre-paid data tariffs by increasing data benefits on some of its pre-paid data recharge packs. Airtel customers will now enjoy more value on these existing packs and can add to their mobile internet experience by staying online longer and download more of their favorite content.

Under the revised data benefits, the Rs 655 4G/3G monthly recharge pack will now offer 5 GB data vs 3 GB earlier, an increase of 67%. Similarly, the Rs 455 pack 4G/3G pack now offers 50% more data by increasing data benefit to 3 GB from 2 GB. The Rs 989 4G/3G pack will now offer 10 GB data vs 6.5 GB earlier, offering 54% more benefits.

2G/3G/4G Sachet Packs also see major increase in benefits. The Rs 25 2G pack now offers 45% more data at 145 MB vs 100 MB earlier, while the Rs 145 4G/3G pack now offers 32% more data benefits at 580 MB vs 440 MB earlier. Even the Rs 5 one day 2G data pack benefits have been increased by 48% to 30 MB keeping in mind non-regular/first time users, particularly in rural markets.

Ajai Puri, Director – Operations (India & South Asia), Bharti Airtel said, “At Airtel, we always aim to deliver a great mobile experience and value to our customers. These refreshed data packs will help drive consumption and boost the uptake of mobile internet in the country. Given the deepening smartphone penetration and Airtel’s roll-out of data networks across India, we believe these packs will also drive affordability and bring new users online.”

### **New Monthly Packs**

| Pack Type | MRP (Rs) | Current Data Benefit | New Data Benefit | Validity | % Increase |
|-----------|----------|----------------------|------------------|----------|------------|
| 4G/3G     | 455      | 2 GB                 | 3 GB             | 28 days  | 50%        |
| 4G/3G     | 655      | 3 GB                 | 5GB              | 28 days  | 67%        |
| 4G/3G     | 755      | 4 GB                 | 6GB              | 28 days  | 50%        |
| 4G/3G     | 855      | 5 GB                 | 7 GB             | 28 days  | 40%        |
| 4G/3G     | 989      | 6.5 GB               | 10 GB            | 28 days  | 54%        |

### **New Sachet Packs**

| Pack Type | MRP (Rs) | Current Data Benefit | New Data Benefit | Validity | % Increase |
|-----------|----------|----------------------|------------------|----------|------------|
| 4G/3G     | 5        | 15 MB                | 20 MB            | 1 day    | 32%        |
| 4G/3G     | 23       | 70 MB                | 90 MB            | 3 days   | 29%        |
| 4G/3G     | 53       | 160 MB               | 200 MB           | 5 days   | 25%        |
| 4G/3G     | 145      | 440 MB               | 580 MB           | 14 days  | 32%        |
| 2G        | 5        | 20 MB                | 30 MB            | 1 day    | 48%        |
| 2G        | 25       | 100 MB               | 145 MB           | 3 days   | 45%        |

**About Bharti Airtel:**

Bharti Airtel Limited is a leading global telecommunications company with operations in 19 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 DSL broadband, IPTV, 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 361 million customers across its operations at the end of May 2016. To know more please visit, [www.airtel.com](http://www.airtel.com)