

The world is a small place. More so today, than ever before. The miles don't count, for the other end of the world is always one touch away. That's the power of communication. We are tied by a thread that has set us free. As a leading telecom company, Airtel is at the heart of the continually evolving communications landscape. We envision a better future and go the extra mile to ensure that we are all connected through an equal thread, and in the process empower the lives of millions.



Thank you for reading

the **Fifth Annual Sustainability Report of Bharti Airtel Limited** (hereafter referred to as 'Airtel'). This report, describes our approach towards sustainability and the major actions we took in FY 2016-17 for the advancement of responsible and sustainable practices in our businesses, in relation to our sustainability plan 2020. The scope of this report is our India operations including all businesses under our operational control. The aspect boundaries and content of this report have been referred to reporting principles prescribed in the GRI G4 guidelines.

The report puts forth our attempt to align our business activities and the idea of sustainability, and in doing so, create a positive impact on our stakeholders including customers, suppliers, local communities, investors, employees and government bodies.

The very first and crucial step in the process is identifying our most material impacts, and addressing important questions. This report aims at addressing the following questions.

What role does sustainability play in our company's overall strategic plan?

How can a telecommunications company like Airtel ensure that more and more people get included in the benefits of a sustainable and enriched life?

How do our business activities affect the environment and society?

How do we manage the sustainability and corporate responsibility issues related to some of our key stakeholders including consumers, customers, employees, suppliers, local communities and government?

How to continue leading with constantly increasing resource constraints?



HIGHLIGHTS FOR FY 2016-17

81% reduction in CO₂ emissions per Terabyte (TB) in network infrastructure in the past 5 years and **28.7%** reduction as against FY 2015-16.

23% reduction in CO₂ emissions per square feet in our facility and **9%** reduction in CO₂ emissions per rack in data centre operations as compared to FY 2015-16.

Over **71.4 Mn** units of renewable power wheeled into our operations

Under Project Leap, **180000+** new base stations were deployed over last two years.

Recycled over **2400 tonnes** of e-waste and refurbished over **500000** DTH units in FY 2016-17.

Unveiled **India's first Open Network**, setting a new benchmark for transparency in the industry by making the entire network information including coverage, site details and signal strength available to customers.

Over **198000** children benefitted through Bharti Foundation which is more than a **130%** increase from FY 2015-16.

Over **370** training interventions with over **935000** manhours of training delivered in FY 2016-17.

Benefitted over **3.8 Mn** farmers through IFFCO KISAN SANCHAR LIMITED.





Sunil Bharti Mittal
Chairman

Empowering impact of our telecom networks today goes far beyond what the traditional networks were capable of, thanks to the rapidly proliferating applications across sectors – banking, commerce, media, health, education, entertainment. We take pride in the way we help make life better – empower people and spread growth which is inclusive.

Sustainability is both intrinsic and complementary to our core business agenda; in fact, it is our way of life. As a responsible corporate, as we focus on creating value for our shareholders and business partners, we endlessly strive to dovetail in the wider welfare goals of the governments in all the 17 countries that we operate in Asia and Africa.

Our network expansion in India under 'Project Leap' gathered further momentum during this year, under which we added over 66,000 new base stations, making it one of the largest rollouts undertaken anywhere in the world. This underlines our commitment to Government's Digital India initiative, which aims to make India a vibrant Digital Society. We also unveiled India's first 'Open Network' setting a new benchmark for transparency in the industry by making the entire network information including coverage, site details and signal strength available to our customers. The empowering nature of 'Open Network' has already been hailed widely and highlights our commitment to make India self-sufficient and competitive in digital era of the world.

Despite being part of a 24x7 energy dependent sector, we are passionate about our efforts to reduce our carbon footprint. Be it our targeted approach to reduce CO2 emission per rack in data centre operations, or motivating more customers to opt for e-bills, or even augmenting generation of renewable energy through green wheeling agreements, we have always been eager to make our operations greener through smart innovations. I have been a propagator of War on Waste (WoW) and our business processes echo readiness for change.

Beyond our regular efforts in the course of doing business to contribute to the wider welfare agenda, we also work diligently towards making direct interventions through our philanthropic arm Bharti Foundation. The Foundation is currently reaching out to nearly two lakh rural underprivileged students through its flagship – Satya Bharti School Program and other related initiatives. Its initiatives in the area of rural sanitation – 'Satya Bharti Abhiyan', and legal aid for underprivileged undertrials – 'Nyaya Bharti', too have gathered momentum during the last few years.

Empowerment, inclusion and environment friendly growth constitute the key pillars of our idea of Sustainability. The present report not just details out our sustainability initiatives but also highlights the integrated framework guiding our action on this score. We stay committed to a 360 degree development and I feel proud and grateful to our teams who deliver growth responsibly.



Gopal Vittal

Managing Director & CEO (India & South Asia)

Telecom services have become a way of life for billions of Indians. Voice and Data Networks form the core backbone of our economy, fueling large enterprise as well as small businesses. Not only do Telecoms contribute to 6.5% of GDP, they also provide around 50000000 jobs directly and indirectly. We have come a long way from having a phone connection as a privilege, to it being a basic necessity of life. We take this responsibility to provide connectivity to our country very seriously. We are committed to serving our customers in a world-class and transparent manner in order to provide the most effective experience over our networks. Telecoms' potential for being an economic growth engine and a tool for enhancing social equity also requires us to drive our business with greater sustainability and deeper sense of purpose. With that in mind, we have continuously innovated to developed solutions such as m-education, m-health and Payments Bank. In addition, we have worked tirelessly to reduce our carbon footprint throughout our operations. Our sustainable business practices help improve the lives of individuals and families across Airtel, and helps strengthen the connections between our brand and more than 280 million customers we serve every day.

We are committed to providing a world-class experience and with transparency to our customers. Under one such bold initiative - 'Open Network' we made our entire network visible to our customers through digital channels such as our website and myAirtel App. Through this, we were able to crowd-source mobile network black-spots from our customers. Based on these feedbacks till date 9,000+ sites have been upgraded and 30,000+ sites optimized. To provide a future ready network we had initiated a network transformation initiative called 'Project Leap' in 2016 with an investment of ₹ 600000 Mn over 3 years. Under Project Leap we have deployed 180,000+ mobile sites in last 2 years. This is the same as the number of mobile sites deployed in last 20 years, making it one of the largest network roll out globally.

Last year Airtel became the first company to formally launch a payments bank in India. This reinforces our commitment to the Government's vision of financial inclusion and banking services for every citizen. We leveraged our strong distribution backbone to create 280,000 banking points and 1,000+ cashless villages across India. We make great efforts to drive digital literacy in the country. In addition, we have implemented a significant number of initiatives in the fields of disaster relief management, environment protection and other social causes.

Our vision is to reduce our carbon footprint by up to 70 percent in the next 3 years. We will do this by deploying lower power consuming base stations, promoting green sites, driving active site sharing, converting indoor sites to outdoor etc. Overall 50000 sites have been moved from indoor to outdoor, with 15000 in just last one year. Overall 70% of our installed network base has no air conditioning, which reduces our dependency on diesel fuel. Airtel maintains strict adherence to Indian Emission Norms along with its own safeguards to ensure emissions from its network sites are safe.

"Win with People" is one of the key business pillar for us. This strategy focuses at deeply embedding a high performance culture, building capabilities and developing cross functional expertise while promoting inclusivity and diversity. The aim is to grow talent through strong learning, mentoring and succession planning. To imbibe this culture in the organization we have started conducting Career Fairs on 'Own Your Development' theme.

At Airtel, we are strongly committed to conduct our business with a deeper sense of purpose and responsibility. Through our fifth sustainability report, I bring forward the initiatives that firmly put sustainability at the core of our heart and made our corporate citizenship more meaningful.

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OUR BUSINESS

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, we offer a portfolio of services including voice and data solutions over fixed, wireless and internet platform, DTH, and enterprise services, including national & international long distance services to carriers.

Bharti Airtel FY 2016-17*

₹ 954,683

Turnover (Mn)

₹ 198,745

Capital Investment (Mn)

23.39%

Customer Market Share India

1.87

Population Covered (Bn)



*Globally

OUR SERVICES

airtel has two distinct Customer Business Units i.e. B2C (Business to Customer) and B2B (Business to Business). The B2C business unit services retail consumers, homes and small offices. The B2B business unit services large corporates and telecom carriers.

MOBILE SERVICES

- 📱 Cellular mobile services across **17 countries**
- 📱 **355 Mn** wireless subscribers globally
- 📱 Around **5%** of global population connected through Airtel's network
- 📱 **47.3%** increase in data usage in FY 16-17 as against FY 15-16



HOMES SERVICES (FIXED LINE AND BROADBAND)

- 📞 **2.1 Mn** broadband and internet customers
- 📞 **793387** towns and villages have been connected through high speed mobile broadband



DIGITAL TV

- 📺 **12.81 Mn** subscribers
- 📺 Coverage across **639 districts**



AIRTEL PAYMENTS BANK

- 📱 **India's first** payment bank
- 📱 Active services in all **29 states** of India with over **250000** banking points



AIRTEL BUSINESS

- 📁 Airtel business provides a broad portfolio of services to large enterprises, the Government, small & medium businesses and carrier customers in 50 countries. It is **India's leading and most trusted provider of communication and ICT services**, offering services that include voice, data, network integration, data center & managed services, enterprise mobile applications and digital media.



OUR WINNING STRATEGY

VISION

Our vision is to enrich the lives of our customers. Our obsession is to win customers for life through exceptional experience.

OBJECTIVES

Grow market share profitably.
Accelerate non-mobile businesses.

VALUES

The Airtel Core Values expound on how we aim to embrace responsible business practices at the workplace, and how we intend to fulfil our commitments.

Alive

We are alive to the needs of our customers. We act with passion energy and a can-do attitude to help our customers realise their dreams.

Inclusive

Airtel is for everyone-we champion diversity, recognising the breadth and depth of the communities we serve. We work with them, anticipating, adapting and delivering solutions that enrich their lives.

Respectful

We live the same lives as customers, sharing the same joys and the same pains. We never forget that they are why we exist. We act with due humility and honesty to achieve mutual respect.

PRIORITIES

- Win through go-to-market excellence
- Win with a brilliant network experience
- Win with valuable customers
- Win with people

KEY PERFORMANCE INDICATOR

	2016-17	2015-16	2014-15	2013-14	2012-13
Social and Community Investment towards Bharti Foundation (INR millions)	931	575	453	206	108
Community Development- (number of children under Bharti Foundation Education program)	198139	85126	55762	48543	44523
Increasing Reach (No. of Network towers)	162046	154097	146539	138755	133778
Mobile Population Coverage (% population)	95.3	95.6	94.2	86.7	86.7
Market Share (% subscribers)	23.39	24.3	24.3	22.7	21.7
Number of Rural Customers (Mn)	126.7	122.0	107.6	93.8	82.9
Intensity of Carbon Emissions (CO ₂ /Tb)	4.28	6.0	8.4	12.7	17.2
Eliminating Diesel Usage (networks diesel consumption in KI/site)	2.16	2.3	2.5	2.7	2.8
Waste Reduction (paper reduction through e-bills in Mn in mobility and broadband)	279	309	256	208	138
Waste Management (e-waste disposal in tonnes)	2400+	1700 +	1700 +	2000 +	-
Employee Engagement Score (%)	79	-	82	-	91
Gender Diversity (% of women)	8.69	9.2	9.2	9.6	10
Average hours of training/employee	53.4	-	-	-	-

CREATING SUSTAINABLE ECONOMIC VALUE

with our unmatched subscriber-base making us India's leading telecom operator, it's only right that we give back. One of the most significant contributions of our business is the creation of economic value for our stakeholders.

We do this by creating jobs, paying taxes, contributing to social development, investing in newer technologies, building network infrastructure, and enabling local suppliers, using the revenue we generate.



DIRECT CONTRIBUTIONS

ECONOMIC VALUE GENERATED

₹ 875970 Million

GOVERNMENT

(Taxes)

₹ 203408 Million

PEOPLE

(Salaries and Benefits)

₹ 24189 Million

PARTNERS

(Procurement and Services)

₹ 510974 Million

SHAREHOLDERS

(Dividend)

₹ 7362 Million

LENDERS

(Interest)

₹ 55827 Million

COMMUNITIES

(Towards Promotion of Education and Social Projects)

₹ 1246 Million

₹ 803006 Million
Economic value distributed

91.67%
Distributed to stakeholders



INDIRECT CONTRIBUTIONS

GENERATING EMPLOYMENT

- **17491** number of employees.
- Over **110000** associates employed by our partners to provide customer service, distribution, run our network infrastructure, and manage our office facilities.

INVESTING IN BUILDING INFRASTRUCTURE

- Over **336700** base stations.
- Over **72000** base stations deployed in 2016-2017.
- **₹ 165924 Million** invested in building network infrastructure.
- Our commitment to invest **₹ 600000 Million** in network infrastructure

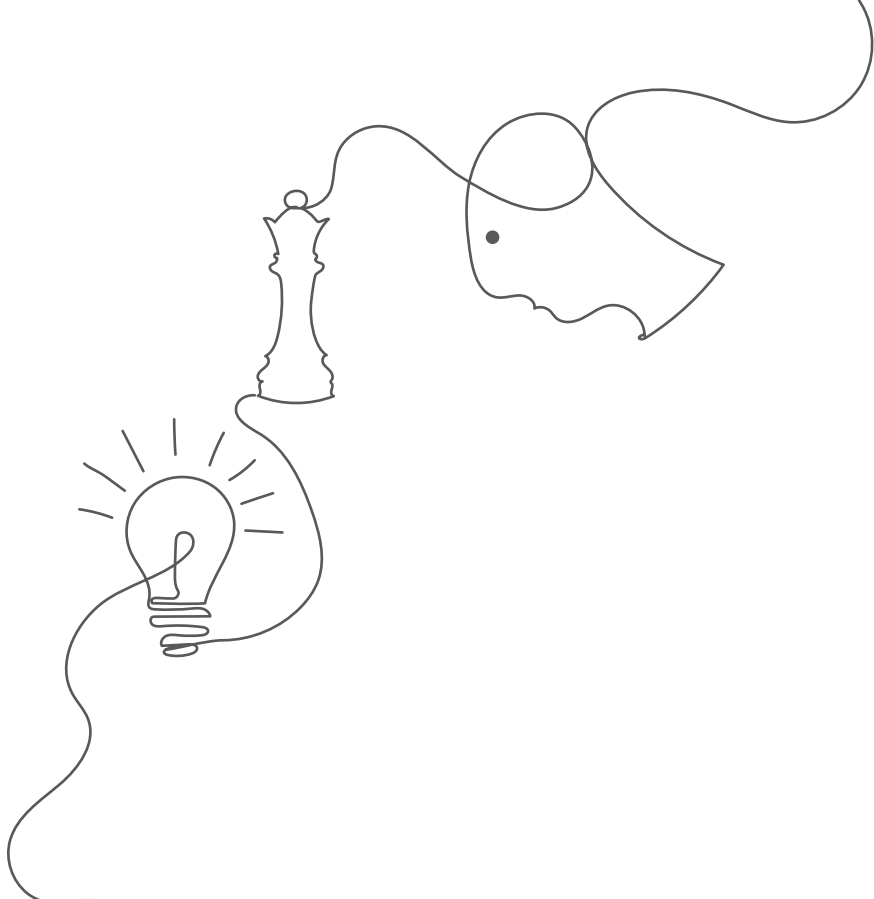
SUPPORTING THE UNDERPRIVILEGED

- Over **198000** children under the Bharti Foundation Education program
- Over **4800** employees participated in the Company's matched giving programme, A Caring Touch.

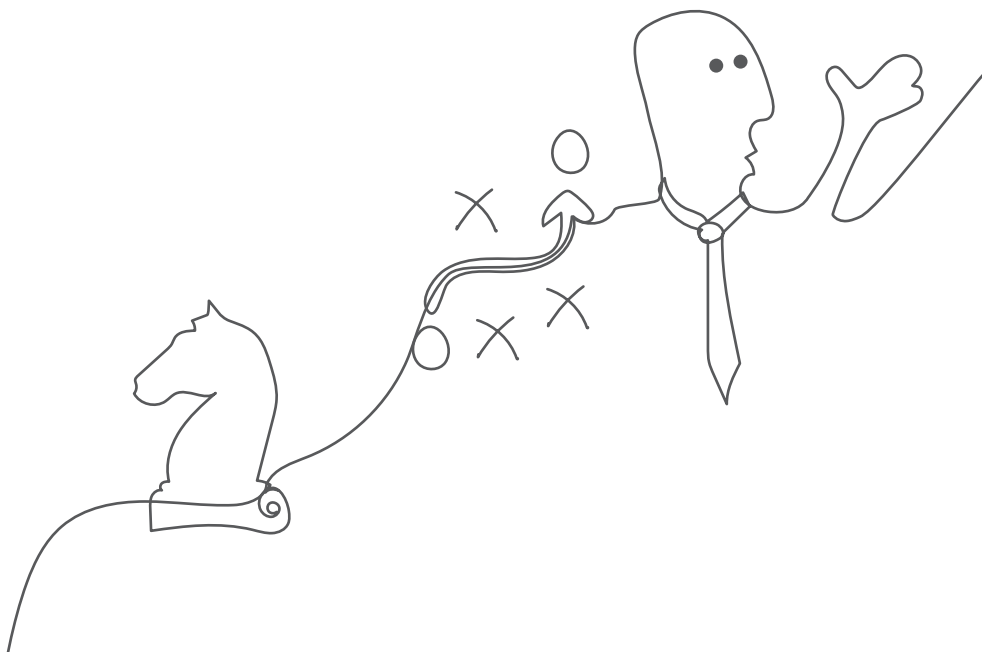
ENABLING DIGITAL INDIA

- Connecting over **288 Million** customers in over 7800 towns and over 785000 villages
- Over **3.8 Million** farmers are benefitting through our mobile based agriculture awareness initiative - **IKSL**





embedding
sustainability



at airtel, sustainability doesn't come after business. It is a way of business. Sustainable development and responsible business practices are embedded in our mainstream business agenda, and reflect in our core brand essence of "enriching lives".

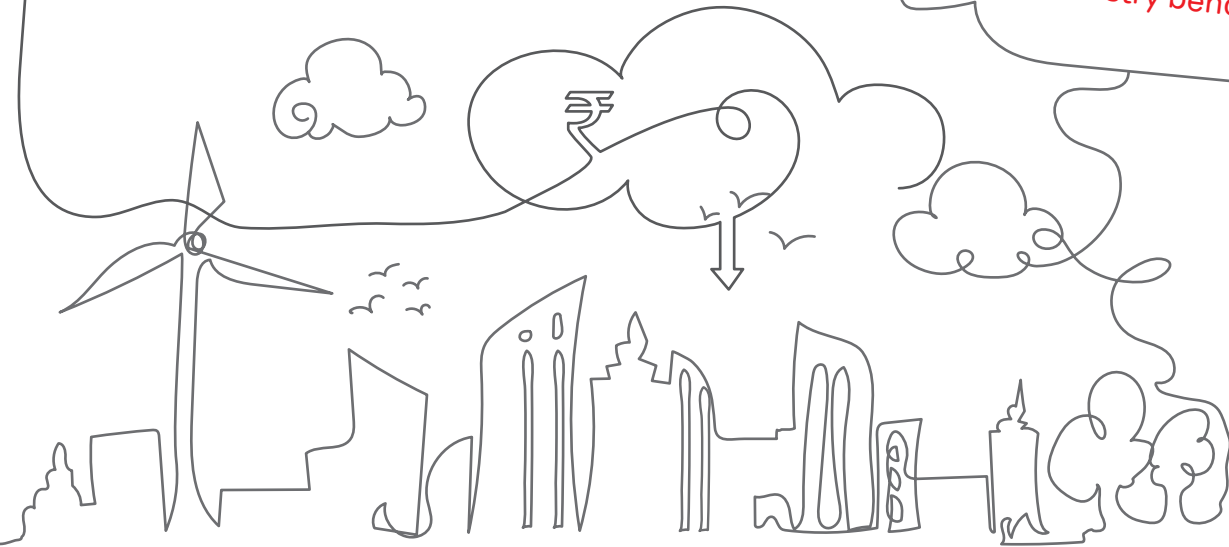
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OUR SUSTAINABILITY STRATEGY

We will actualize our sustainability vision of social inclusion of people everywhere and contribute to a sustainable future, while decoupling this growth without environmental fallout and increasing the social impact. Sustainability for us is exceeding our customers expectations, enabling the communities we work in, attract and retain the best talent and supporting a shift to a low carbon economy thus reducing operational cost and making our business more sustainable. Our objective therefore is to continue being a profit oriented business model and at the same time reduce the impact on the environment, enable our people and suppliers and create a positive impact on the communities we operate in.

OUR APPROACH

- Internal and external stakeholder engagement
- Identification of risks and opportunities
- Integrating sustainability into business priorities
- Revalidation of material issues
- Industry benchmarking



2

STAKEHOLDER ENGAGEMENT AND MATERIALITY REVIEW



our sustainability strategy is focused on our most significant or 'material' issues. We define materiality by the degree to which an issue is aligned with our business, the potential impact on our operations and the importance of an issue to our key stakeholders.

We consider the materiality process as a dynamic journey of continuous improvement and a useful tool towards development of our sustainability strategy. We engage with our stakeholders in an active dialogue about sustainability in all the communities in which we work, and we use the feedback in developing our products and operations.

This engagement considers a broad list of potential issues both within and outside our direct control and is conducted through a detailed survey, as well as one-on-one discussions with all stakeholder groups.

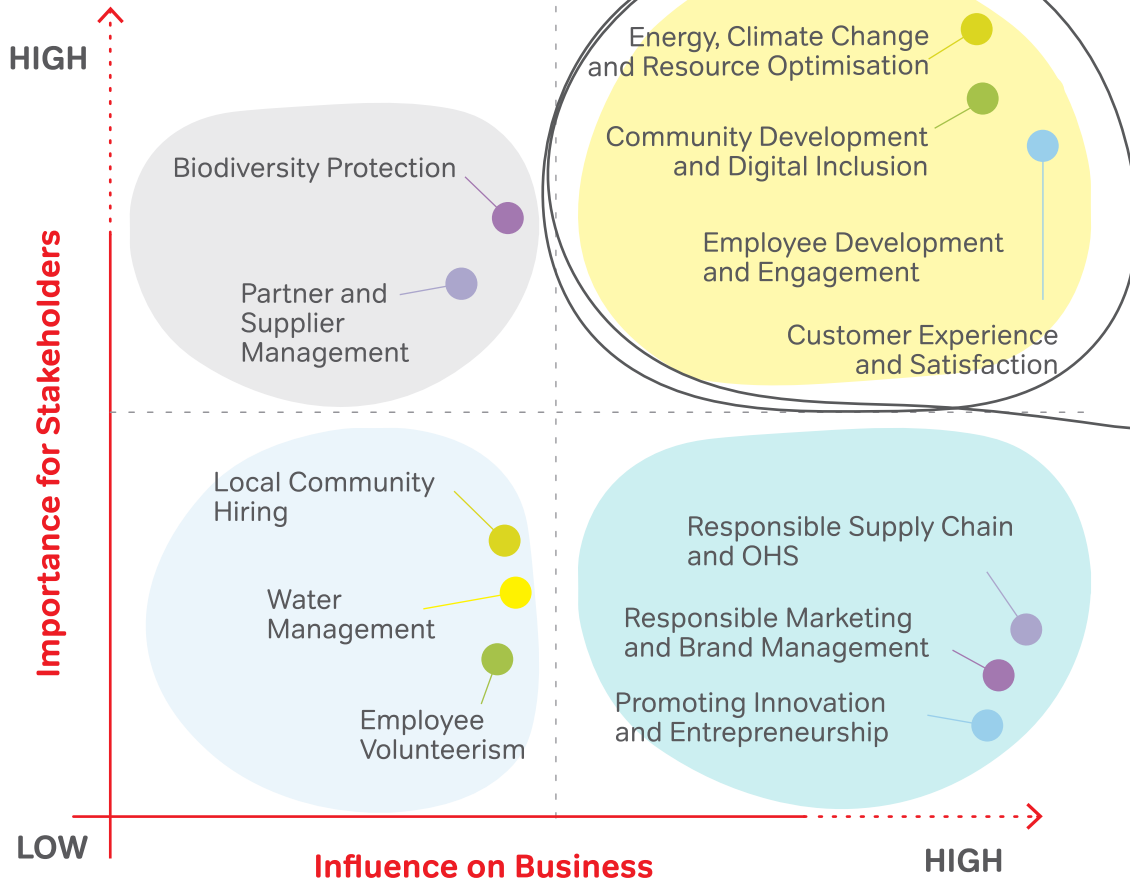


OUR STAKEHOLDERS			
372 Mn* CUSTOMERS	198347* SHAREHOLDERS	60000+* PARTNERS	22815* EMPLOYEES

*Globally



The stakeholders expectations were mapped to our business priorities which resulted in the following materiality matrix:



SUSTAINABILITY GOVERNANCE STRUCTURE AND ACCOUNTABILITIES

The Board of Directors ('the Board') represents the core of our corporate governance practices and oversees the working of the management in the best interests of our stakeholders across the world. The CSR committee of the Board, supported by the CEO led Airtel Management Board (AMB), reviews the Company's business responsibility performance twice a year, supervises and supports its initiatives, and shares growth management activities. AMB, is responsible for overseeing the performance and providing a strategic approach to the Company's Sustainability & CSR initiatives and is in turn supported by a cross-functional Core Sustainability Group. This group, led by a dedicated Sustainability Officer, and comprising of nominees from across all functions, drives the implementation of strategy and policy across Airtel, and puts the sustainability framework in motion.

the 4 significant material themes that have emerged through

this exercise, managed and monitored through our approach to sustainability are-enhancing customer experience, sustainable community development, protecting our planet and empowering people.

Sustained Community Development

Capitalizing on our ability to contact the deepest reaches of the country to work with the community, grow together and help local communities, in various facets like inclusive growth, governance, economy, security and disaster relief.

- Building Connectivity
- Driving Innovations
- Enabling Community



Enhancing Customer Experience

Providing our customers with best in class telecommunication products and services, and enhancing their experience at every stage of interaction to build enduring customer relationships.

- Enhancing customer experience through exemplary customer service
- Enabling our customers through digitization and innovative services offerings
- Protecting customer interests, privacy and data security



Protecting our Planet

Taking a responsible approach towards the environment by maximizing and facilitating a low-carbon economy, along with sustained efforts in developing green solutions for a better future.

- Reducing the impact of telecom infrastructure on the environment
- Reducing the carbon footprint in our operations
- Resource and waste optimization



Win with People

Creating an environment that reflects our values of being Alive, Inclusive and Respectful, and allows a person to grow individually as well as drive the vision and mission of the organization.

- Building a high performance culture through embedding the Talent First Strategy
- Creating an inclusive and diverse workforce
- Developing a safe, healthy and ethical work culture
- Building enduring partner relationships



**ALIGNING
SUSTAINABILITY WITH
OUR ORGANIZATIONAL
VALUES, VISION AND
BUSINESS PRIORITIES**

OUR VISION
To enrich the lives of our customers

OUR VALUES
Alive Inclusive Respectful

OUR BUSINESS PRIORITIES
Win with Valuable Customers Win with a Brilliant Network Experience Win through Go To Market Excellence Win with a War on Waste Win with People

OUR SUSTAINABILITY PILLARS
Enhancing Customer Experience Sustainable Community Development Protecting Our Planet Empowering our People

AIRTEL SUSTAINABILITY PLAN 2020

VISION PILLARS OF SUSTAINABILITY

APPROACH

ACTION PILLARS

SUSTAINABLE COMMUNITY DEVELOPMENT

The underlying belief at Airtel is that the digital world should be open to all. Therefore, we are committed to reducing the digital gap, with the aim of creating a platform where no person, service or information is too remote.

The backbone of our digital inclusion strategy is comprised of our highly efficient and impenetrable network infrastructure as well as our far reaching distribution. Ongoing investments in innovative technologies and applications backed by products and solutions that further create value for customers and society form the key pillars.

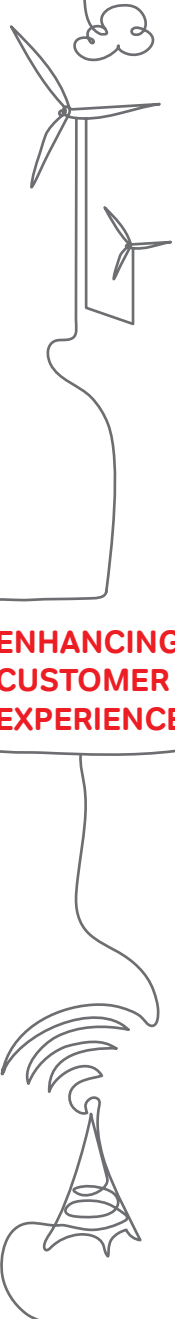
- Connecting India through deep network penetration.
- Creating adaptability for data and use of the internet.
- Supporting the initiatives of the Bharti Foundation, as well as our regional initiatives to bring about sustainable community development.
- Supporting all disaster relief efforts.



ENHANCING CUSTOMER EXPERIENCE

Our culture is to keep our customers at the heart of everything we do. This reflects as one of our core focus areas, 'Win with Valuable Customers.' We strive to enhance their experience with us and build a lasting relationship to their needs and proactively improving the quality, delivery and reliability of our products and services. We ensure that we keep enriching the lives of our diverse customers through a world class seamless network experience, a rich and simplified service channel, and innovative yet cost effective customised services to meet the expectations of our diverse customer base.

- Building a robust customer experience management system and solutions.
- Building transparency and reduces surprises.
- Building a safe network.
- Protecting customer interests, privacy, and data security.



AIRTEL SUSTAINABILITY PLAN 2020

VISION PILLARS OF SUSTAINABILITY

APPROACH

ACTION PILLARS

PROTECTING OUR PLANET

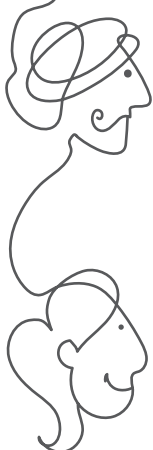


Our environment strategy reflects the main focus on our investment and effort, concentrating on maintaining our drive to reduce the environmental impact throughout our value chain. We invest in technologies that are continually setting new standards in energy efficiency and environmental performance across our company's network infrastructure, facilities and technological centres. Over the past few years, we have been constantly optimising our energy sources and green IT solutions like paperless documentation and electronic channels in our operations. More importantly, we feel that it is our responsibility to optimise and manage, our resources and waste, and establish effective recycling capabilities.



- Reducing the negative impact of telecom infrastructure by:
 - Deploying renewable energy solutions
 - Implementing energy efficient technologies and management systems
- Reducing the negative impact of our operations.
- Optimising resources and managing waste responsibly.

EMPOWERING PEOPLE



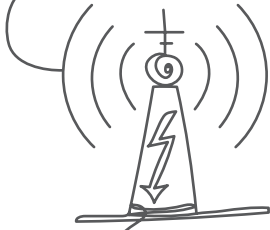
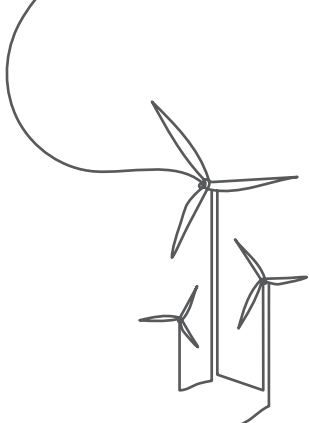
We acknowledge that our success depends on the skills, knowledge and passion of all our people, therefore, our people strategy 'win with people' has been anchored on a critical pillar, called, 'Talent First', encapsulating aspects like:

- a. building a high performance culture,
- b. building employee capabilities to deliver and grow, and
- c. enabling an effective cross-functional work culture.

We believe in our strength of a diverse, vibrant, and inclusive workforce, which helps us deliver a delightful experience to our customers to help achieve our vision of enriching their lives.

- Building a diverse and engaged workforce.
- Building a sense of ownership and co-creation.
- Building leaders through succession planning and fostering seamless cross-functional collaboration.
- Building a learned and capable workforce.
- Building collaborative relationships.
- Building a healthy and safe workplace.





sustainable
community
development



Highlights FY 2016-17

Launched 3G and 4G services in all circles with 3G covering **71%** of the population

1.5 Mn retail outlets and over **2800** own retail stores

Broadband coverage in over **7600** towns and **460000** villages

Benefitted over **3.8 million** farmers through IKSL

198000 children under Bharti Foundation Education Program

Payments Bank launched in all **29** states



Building Connectivity

Connecting everyone, especially the population in rural areas.

Driving Innovations

Building technology solutions to address the need for basic life services such as health, education, financial inclusion and agriculture.

Our Focus Areas

Enabling Community

Supporting the efforts of Bharti Foundation to promote quality education; and driving disaster-relief and community initiatives through our circles.

the telecom industry is leading our world into a new age, which was considered impossible just 30 years ago, creating a truly connected, networked world, thus improving governance, building awareness, fostering communication, as well as contributing to the overall strengthening of the sociocultural ethos. Access to affordable high speed Internet is a powerful tool for economic development and empowerment of populations, particularly in emerging economies like India.

As India's leading telecommunication service provider, Airtel has been making focused efforts to ensure value creation and sustainable growth that impacts our customers, partners, communities and society to grow together and inclusively. Airtel has empowered millions across the length and breadth of the country through its exhaustive bouquet of innovative services and products that enhance community life and e-governance, by working with the communities and increasing its network reach.



This was made possible by our **17000+** workforce and over **100000** people working with our business partners and directly or indirectly servicing our widespread distribution channels, spread across **1.5 Mn** outlets and **162046** towers, spread across **7893** census towns and **785494** non-census towns and villages in India, serving approximately **95.3%** of the country's population.



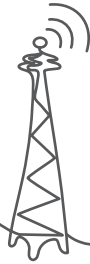
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BUILDING CONNECTIVITY

continuing its ambitious journey to chart a new course in the

telecom industry, Airtel has made remarkable progress in its commitments for comprehensive network transformation program. Airtel's smartphone network – the compelling choice across multiple attributes of coverage, capacity and network experience. Our efficient network coverage, deep internet penetration and vast distribution have helped us rapidly advance towards attaining these goals.

Launched In November 2015, “Project Leap”, is Airtel's aspirational nationwide network transformation program to build a future ready network by committing an investment of ₹ 600000 Mn over three years. The size of the task itself challenged the very fundamentals of Indian telecom industry. The execution required a seamless partnership with all our vendors and very meticulous and exact planning. Most of the sites planned were mobile broadband sites and required powerful future ready internet backbone through optical fibre. All the activity including radio and transport planning, installation, fibre/MW availability, media readiness etc had to be done in close coordination across India.





In FY 2016-2017

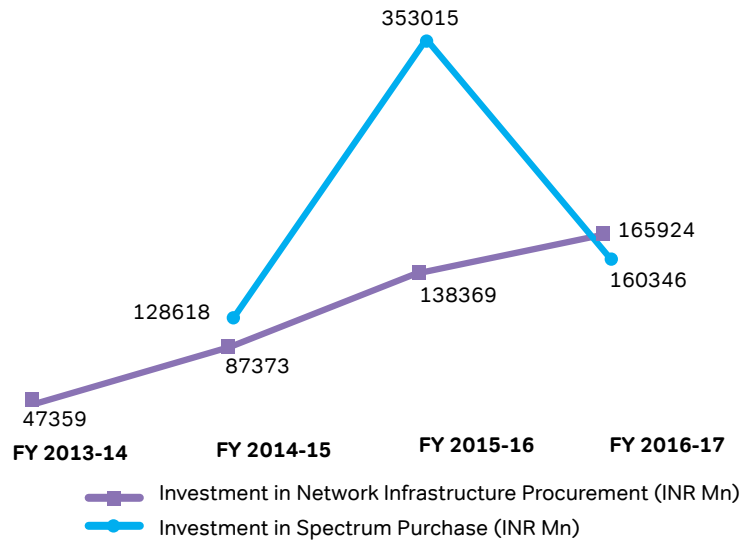
In year 2016-17, Airtel along with its network infrastructure partners deployed over **72000** network base stations in addition to the already functional sites of around **270000**.

- **80%** of the sites launched in 2016-17 were high-speed broadband sites.
- Acquired 173.8 Mhz spectrum across 1800/2100/2300 MHz bands for over **₹ 140000 Mn** totalling to more than **₹ 700000 Mn** in the last 3 years thus securing spectrum requirements for the next 20 years.
- Increased coverage of 3G to all telecom circles across India impacting more than **71%** of population.
- Increasing coverage of high speed broadband to over **7893** towns and **785494** villages.
- Launching 4G services in all circles – with TD & FD in **18 circles**.
- To ensure world class indoor experience, launched the high speed V Fiber technology across India and platinum 3G on **900 MHz** in **4** telecom circles
- In the last 2 years we have almost doubled our transmission capabilities with more than **35000 km** of incremental fiber rolled out last year in addition to around **250000 Rkm** of domestic and international fiber creating a powerful backbone for data and internet services in addition to voice services.
- Massive upgrades of the transport network with ip-fication of more than **50%** of regional network and forklifting the capabilities to **100 Gbps** carriage ensured that multifold growth of traffic is handled with ease
- Implementing first dual carrier 3G implementation to achieve a speed of **42 Mbps** in across **5** telecom circles
- Implemented carrier aggregation with commercial devices to achieve a speed of **135 Mbps**.



Leading the 4G footprint in India

Aspiring to be the pivot of the 4G revolution in India, Bharti Airtel has been at the forefront of technological innovation, providing best in class experience to its customers with its widespread 4G footprint. Rolling out 3G/4G services has been a top priority for the team over the past year. Airtel now has 3G and 4G services in all circles with 3G covering **71%** of the population, giving it an unmatched mobile broadband footprint across India.



Building our Network Strength

With a network presence covering **7893 census towns** and **785494 non-census towns and villages**, at present, Airtel deploys more than **300 switching and routing centers** processing more than **1339 Bn minutes of voice**, and more than **733.1 Bn MBs** of data traffic. These are picked up from over **336773** 2G, 3G & 4G base stations and carried over more than **250000 Rkm** of national optical backbone along with undersea cable network, every month.



Airtel Brings Connectivity to this Remote Village

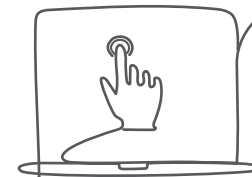
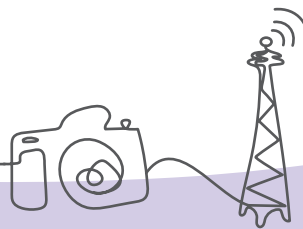
An example of Airtel's commitment towards rural connectivity, Airtel brought connectivity for the first time to a population of 5000 people in a village despite lack of commercial viability, tough mountain terrain and uneven topography.



It is widely acknowledged across the world that internet accessibility is vital for enhancing socio-economic well-being. The Government of India, through its 'Digital India' initiative, is focusing on preparing a comprehensive framework for transforming India's economy into a digitally empowered society and knowledge economy. The key objective of the initiative is to help elevate the life of the common citizen in multiple ways and in a cost-effective manner. To support the efforts of the Government and to drive the pursuit of digital inclusion, rural connectivity is one of the major focus areas at Airtel.

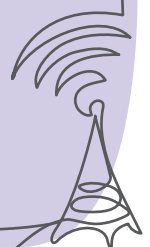
With over **126 Mn** mobile customers from rural market, Airtel serves India's largest rural mobile customer base. The rural and emerging markets constitute over **48%** of our customer base and it is our constant endeavor to develop tailor-made services and systems to cater to the dynamic requirements of our diverse subscriber base.

- **68843** Airtel service centers to serve rural population
- **10104** rural Airtel Express outlets
- **13** rural contact centers with over **3800** employees to provide customised solutions to our rural customers.



Developing our Far-Reaching Distribution Network

Our far reaching distribution network compensates our network reach to provide a one-stop-shop solution for all the services offered including mobile services, broadband, Direct to Home (DTH) and Airtel's Payment Bank. We operate an omni-channel distribution network with over **19,600** channel partners, **1,532,501** retailers, **53,517** feet-on-street executives and over **650** own retail stores and over **2500** franchise stores across almost **400** cities.



2

PROVISION OF INNOVATIVE SERVICES



mobile telephony is paving the way for an unparalleled digital empowerment for millions of people in India. The availability of smartphone devices, tablets and consumer-friendly data tariffs and applications is driving internet penetration across urban, semi-urban and even rural areas.

We always envisage looking beyond the need of the hour and pioneering the change in the digital landscape by aligning our strategies and strengthening our innovative core. We leverage our mobile, DTH and broadband platforms to enhance the reach of basic life services such as financial inclusion, build awareness around education, health, agriculture to the remotest corners of the country. In addition to this we have been actively partnering with governments and institutions in driving the agenda of development and e-governance in India.

ENABLER FOR FINANCIAL INCLUSION: AIRTEL PAYMENTS BANK

india, with more than 1.3 Billion people is among the fastest growing economies, however, the banking penetration in the rural hinterlands of the country is still low with around 35% bank branches serving 65-70% of the population. Due to limited banking penetration, large parts of the country are still under served and have had very limited exposure to formal banking. With banking mostly catering to urban and semi-urban geographies, a strong need to take banking services to rural parts of the country has been observed.





“Airtel Payments Bank, India’s first payments bank commenced its operations nationally on 12th January 2017.”

To contribute to the Government’s vision of Financial Inclusion and Digital India and to drive Airtel’s commitment financial inclusion and banking for all, Airtel Payments Bank Ltd, India’s first Payments Bank, commenced its operations nationally in January 2017 with services now active in all 29 States of India. The bank aims to take banking services to the last mile in a quick and efficient manner and benefit millions of unbanked citizens.

The primary objective of Airtel Payments Bank, has been to provide an uncomplicated banking experience to its customers and enjoy products which are intuitive, easy to use and easily accessible.

Some of the key features of the bank include:

More than **250,000 Banking Points** to grow to 600,000 in coming months with deep penetration.

Instant and paperless account opening with Aadhar based biometric verification.

Free personal Accidental Insurance of ₹ 100000 with every savings account.



Value added benefits like interest rate of **7.25% p.a. on deposits in savings accounts**, one of the highest in India and mobile number as the account number.

Multilingual USSD and IVR interfaces allowing non smartphone users to conveniently avail banking services.



In addition to this, Airtel Payments Bank has initiated following steps to help rapidly digitize payments:

- **Drive Airtel's 288 Mn customers towards digital payments.** Leverage Airtel's existing base of more than 288 Mn customers and popularize the benefits of digital payments with most of the airtel mobile customers.
- **Promoting digital payments using non smart phones** – Educate non-smartphone customers on USSD and IVR (voice response mechanism) modes for doing cashless transactions for their purchases in more than 12 languages.
- **Partnering to drive a culture of digital payments** to drive a habit of paying digitally for commonly used services. Airtel is working with multiple organizations to enable digital transaction services used by masses.
- **Develop a nationwide digital payment ecosystem** through partnering with over 1.5 Mn merchants including grocery stores, chemists, small restaurants through a paperless process thus enabling them to start accepting payments instantaneously using either an app (smartphone) or USSD (feature phone).
- **Leverage technology to develop simplified payments modes** like QR code, OTP and IVR based payments are also being enabled to offer the customers a wide range of transaction modes as per their need.



Bringing Banking Closer to Home

In the last few months of the launch, Airtel Payments Bank has been building an ecosystem for digital payments in over 1,000 villages across various states in India.

Through this initiative, Airtel has opened a minimum of one Airtel Payments Bank outlet in these villages, enabled and partnered with local merchants including farmers and small artisans to accept digital payments and educated the customers to transact digitally.



With a commitment to invest over **INR 30000 Mn**, Airtel Payments Bank is expected to scale up to **600,000** banking points - more than total branches and ATMs across the country. With this Airtel Payments Bank aims to take basic banking services to the doorstep of every Indian.



EMPOWERING AGRICULTURE THROUGH IFFCO KISAN SANCHAR LIMITED (IKSL)

bharti airtel empowers and reaches out to more than four million farmers, contributing significantly to their crop productivity and incomes. Through its IKSL initiative, which is the joint venture between the Company and the world's largest fertilizer cooperative - IFFCO, the Company harnesses the power of telecom to add value to the agriculture sector and empower the rural farmer by giving him access to vital information, which will enhance his livelihood and quality of life. The initiative empowers the farmers by providing them with crucial and timely information on weather, commodity prices, agronomy, horticulture, and government schemes among others.

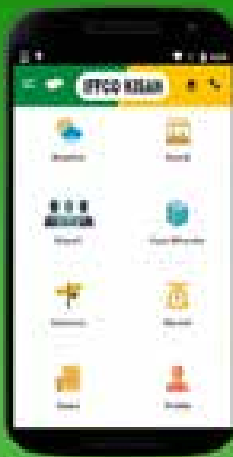


- Benefitted over **3.8 Mn** farmers till date.
- Over **239000** farmers were enrolled in FY 2016-17 across **18 states**.
- Over **1.9 Mn** farmers have benefitted by accessing IKSL's Push Voice (OBD) content in FY 2016-17.
- With an expert panel strength of **44**, and **36** content developers, IKSL helps address more than **216** customised messages per month and over **152800** helpline farmer queries annually.

IFFCO Kisan Agriculture App Data Driven Services for Progressive Farmers

IFFCO Kisan App, a one-stop informational portal with end to end solutions for rural India with specific services on agriculture & allied practices (field to market). This app enables farmers by providing agriculture related alerts, crop prices, weather forecast and agriculture advisories in 11 Indian languages in text as well as agriculture audio clip for the convenience of the farmers who are most comfortable in their own language. The services covered are provided below:

Feature rich with instant access to Market Weather, Advisories, Droid Helpline etc...



Access Market, Market Price information on IFFCO app the easy, increase your PROFIT



Instant Weather forecast for next 5 days & Take "CORRECTIVE ACTION" for your Crop.





Working with Self Help Groups in Bihar

Project Jeevika started in the month of July 2016 with an objective of providing timely and relevant information to JEEVIKA Self Help Group (SHG) members, on crops and their other livelihood. With this project thousands of SHG members were provided with the source of information in the form of "Green Sim Card" across six districts of Bihar. Approx 53% of the people adopted the different technologies (E.g. SRI Adoption, Soil testing, Seed treatment as suggested, Cultivation of early varieties etc).



Kisan Call Centre Services

Kisan Call Centres (KCCs) were launched by the Ministry of Agriculture to harness the potential of Information and Communications Technology (ICT) in agriculture. This initiative was aimed at answering farmers' queries over a telephone call, in their own language/dialect. IFFCO Kisan Sanchar Limited (IKSL) was selected by the Department of Agriculture and Cooperation (DAC), Ministry of Agriculture (MOA), Government of India, to manage KCC services.

At present, KCC services are managed from fourteen locations. With improved services and increased awareness amongst farmers, our call centres handled over 8.7 Mn calls during FY 2016-17.



IKSL is deepening its engagement in rural areas through progressive farmers designated as Kisan Bandhus. Kisan Bandhus are farmers who lead a group of 15-20 farmers within their community and act as an information hub for fellow farmers. Kisan Bandhus help the farmers in their groups, to strengthen their income-generating activities by disseminating the information provided by IKSL. Kisan Bandhus also provide IKSL with any specific requirements of their farmer groups for creating community-specific content.

success stories

green sim users have enjoyed many benefits since the implementation of this initiative.

These farming successes can be categorized as: prevention of crop loss, increased profit from crop sales through informed pricing, boost in agricultural production, and enabling better, more cost-effective use of farming tools such as insecticides and healthy diets for livestock



IMPROVED CROP YIELD AND INCREASED INCOME

After expressing concern over pest control for his crop, Harekrishna Prusty from Odisha, was advised to spray a low cost chemical to eliminate the pests. As a result, he was able to successfully farm an additional eight acres and increased his net income by ₹ 8,600 per acre.



ACCURATE MARKET PRICES TO EARN MORE FROM CROP SALE

Instead of relying on middlemen to obtain the pricing for soyabeans, Bapurao More from Maharashtra, acquired from the service, the price at which they were being sold at a nearby market. As a result, he earned ₹ 150 more per quintal (equal to 100 kgs) sold for his crop.



WEATHER INFORMATION TO PREVENT COSTLY WASTAGE

After listening to a message on weather forecasting, Rajender Singh from Haryana was advised that he should delay spraying his crop due to impending rains. Spraying before the rains would have meant the loss of ₹ 350 for each of his 15 acres, or ₹ 5,250 total.



INFORMED PLANTING TO PREVENT LOW CROP YIELDS

Experiencing an extremely low crop yield in 2013, Ranjit Singh from Himachal Pradesh sought help from the Green SIM helpline. He spent ₹ 500 to receive guidance regarding the wheat varieties he should plant to boost production. With the information gained and applied, Ranjit experienced an income increase of ₹ 21,000, achieving a profit of ₹ 20,500.





PROMOTING HEALTH AND EDUCATION AWARENESS

Airtel understands that formal education is still restricted in many parts of India and has been using technology enabled platforms to bridge the gap. Airtel m-Education has been designed to replicate a classroom experience for its customers and enable learning at a convenient, accessible and affordable platform. Airtel mobile customers across the country are provided access to a host of education services including courses for language skills, entrance exam preparation and career counselling from the best of universities and professors in the country with just a few clicks on their mobile phones.

The healthcare sector is another area which lacks in terms of infrastructure and professionals

in the country. In response to this, Airtel's m-Health service is aimed at monitoring fetal and child mortality, ensuring better medical facility to the expecting mother, fetus and the child in rural India which lacks proper health facilities. In addition to this, the application provides last mile integration thus helping the Health Department implement an accurate field information system and assist the management to take accurate and informed decisions.

It offers a 360-degree view of public health initiatives by identifying ground-level health risks, enabling live interventions by doctors, and tracking field performance for improved operations.



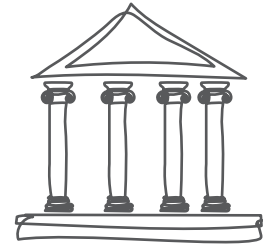
education | **learn english** | entrance exam prep | career & job | schools | airtel classroom

Learn english

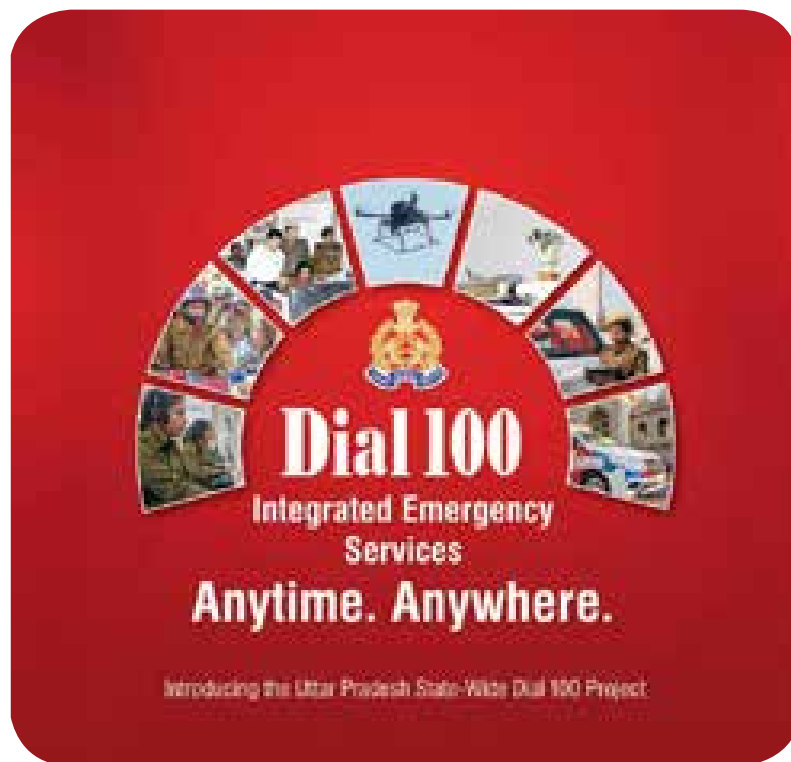
The inability to speak or understand English in today's time is viewed as a major setback to one's social status and career. However, with our innovative yet simple mobile services you can learn English the easy way, whenever and wherever you want. Based on SMS and IVRS, these services are simple and instructive ensuring that you don't miss out on any relevant information. So just get started by selecting a service of your choice!

- 
 Speak English
- 
 English Guru
- 
 Office Youab
- 
 Word-Opedia
- 
 English Smilla

PARTNERING IN GOVERNMENT INITIATIVES TO DRIVE DEVELOPMENT AND E GOVERNANCE



airtel strongly believes that promoting e-Governance in India is crucial to promote inclusive growth of all sections of the society. Airtel is supporting various initiatives of the government under the Digital India Program to transform the entire ecosystem of public services through the use of information technology, with the vision to transform India into a digitally empowered society and knowledge economy.



Designing the next generation UP Police emergency management system-UP100

Airtel has been a critical implementation partner in the design & development of “UP 100 – Police Emergency Management System”, a one-of-its-kind pioneering initiative that has propelled UP’s position in m-Governance in the country. A 24x7 integrated system, UP 100, is citizen centric initiative that now allows any citizen in distress to access emergency services from multi-channel modes such as mobile or phone call/email/social media post. Initially functional only within the 6 major districts of UP, this transformation exercise was powered with the help of Airtel’s efficient cloud & network, has helped rollout systems across all 75 district Control rooms, 25 Police Units, 18 ranges of police station, 8 police zones of state & 3200 Mobile Police Control Rooms, allowing for an extensive coverage of emergency services across the state. It’s a one of a kind system that uses LBS (Location Based Services) to track the exact location from where the distress call originated. In areas without network, the system even supports latching on the defence wireless frequency bands for communication.

Enabling the GST rollout

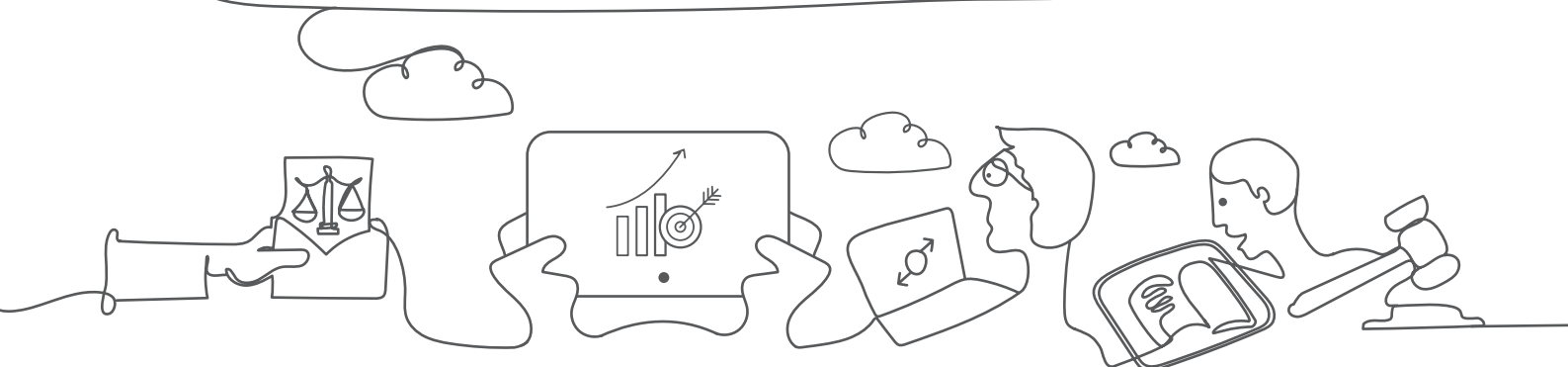
Airtel is one of the core members of GSTN, enabling the not-for-profit with the network and data centre infrastructure to build & operate end-to-end functionalities of the front-end GST portal as well as backend IT modules of various Indian states & UT's for return processing, registration, financial audits, appeals & assessments. It shall be a one-stop-shop for all stakeholders for GST related functions including registration, return, refund and payment system. The GST portal, hosted on Airtel's infrastructure will standardize the filing process of taxes for all payee types including individuals/SME's/ Corporates. These taxpayers will have a gamut of services to file their taxes and maintain details. The proposed network infrastructure unifies the Tax Offices across states & UT's in India, and allows parallel processing of State & Central GST. Airtel's robust network infrastructure shall be supporting 2 million such transactions on an annual basis and ancillary requests related to these as well. This has been made possible through the use of 2 dedicated MPLS with further connectivity to the state networks.

Empowering digital education in Bihar

Airtel, in its role of network rollout partner for BELTRON campus WiFi project, the flagship digital education project of Bihar government, has played a pivotal role in improving access to knowledge by connecting more than 250 colleges on its reliable, scalable & secure internet cloud by March 2017 and plans to extend the connectivity to 50 more colleges in the coming year. These campuses have been enabled with WiFi hotspots for students and visitors alike to securely connect and access the vast library of educational resources within the campus premises, aiding collaboration and research. Establishing a high-speed backbone connectivity with internet speeds as high as 10 MBPS and 20 MBPS in case of research institutes like IIT & NIIT, we have helped enable knowledge and information sharing, thereby linking the students of these government colleges to global education networks to collaborate with research communities across the globe.

Driving automation in BPCL operations

Airtel has been a critical implementation partner of BPCL, one of the leading Oil Refining and Marketing companies, in the project of automation of a gas refill booking system. A 24x7 automated IVRS based system has now been implemented across all telecom circles to benefit over 30 million BPCL customers. The automation will remove the need for the customers to go to respective LPG distributor for gas refilling and reduce the time for end to end delivery of the LPG cylinder. The digital transformation has been possible by a single 10 digit number for call and SMS services activated by Airtel for all the telecom circles.



3 ENABLING THE COMMUNITY

bharti airtel has committed itself towards sustainable development through actively engaging with the communities it operates in.

Our philanthropic efforts, employee volunteerism, and local community outreach initiatives support the desire to be seen as a trusted partner - one that honours its commitments and takes pride in the role it plays in community wellness. It is determined to create a deep-rooted, positive impact on society at large. Therefore, it proactively applies its competence and partnerships to promote development initiatives through initiatives undertaken by Bharti Foundation, the philanthropic arm of Bharti Enterprises, and its own telecom circles at the regional level.

With a vision to help underprivileged children and young people of our country realize their potential, Bharti Foundation is committed to implementing and supporting programs in the fields of primary, elementary, senior secondary and higher education; as well as sanitation and legal assistance to the underprivileged sections of society. Education being its core focus area, Bharti Foundation has been working steadfastly to enable the cognitive, creative and emotional development of students along with instilling values and attitudes of responsible citizenry.



BHARTI FOUNDATION INTERVENTIONS



SATYA BHARTI SCHOOL PROGRAM

The flagship initiative of Bharti Foundation, provides free quality education to underprivileged children with a focus on the girl child, across rural India.

254 schools in six states

43527 students

49% girls

75% from marginalised communities*

1677 teachers

66% female teachers



SATYA BHARTI QUALITY SUPPORT PROGRAM

Collaborates with the existing Government system and works towards improving the quality of schooling experience through need-based interventions.

323 Government schools in seven states

124856 students

50% girls

63% from marginalised communities*

5133 teachers

*includes Scheduled Castes/Scheduled Tribes & other backward classes



SATYA BHARTI LEARNING CENTRE PROGRAM

Partners with the Government in setting up centres to enroll and mainstream 'Out of School' Children (OOSC).

223 operational centres in three states

29756 students impacted

23676 mainstreamed

47% girls

290 education volunteers

942 centres closed

98% from marginalised communities*

OTHER INITIATIVES

- **Higher Education Programs**

1. Bharti School of Telecommunication Technology and Management (IIT Delhi)
2. Bharti Centre for Communication (IIT Bombay)
3. Bharti Institute of Public Policy

- **Satya Bharti Abhiyan**

- **Nyaya Bharti**

Overall Impact of Bharti Foundation

270000+ students impacted (since inception)

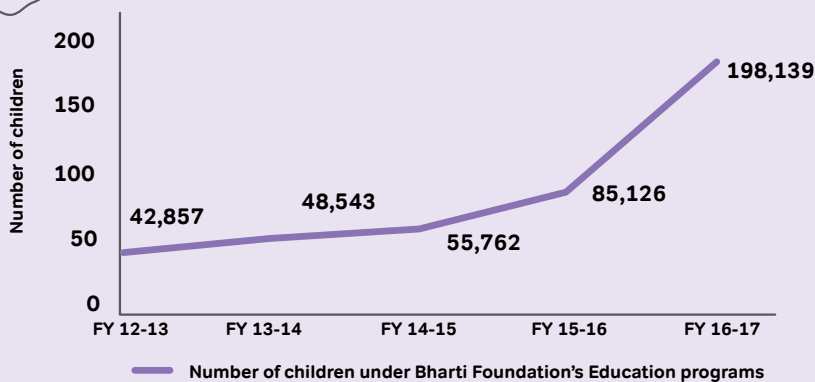
1700+ school plus centers

11000+ teaching community impacted

1400000+ community members impacted (including sanitation)

3500+ villages impacted

Number of children under Bharti Foundation Education program



132% increase in the last one year

launched in 2006, the Satya Bharti School Program recently completed **10 successful years**. It is **one of the largest rural education initiatives in India**. The initiative aims to provide quality education for free, to underprivileged children in rural India with a special focus on the girl child. The program ensures the provision of quality education through well-trained teachers, appointed from the surrounding communities. The objective is to develop students into self-reliant individuals with a deep sense of social commitment. The structured program approach also includes various welfare schemes such as provision of free uniforms, study materials, mid-day meals, etc.



Focusing on the girl child

With a special focus on the welfare, education and empowerment of the girl child, Bharti Foundation has developed a 4E approach.



Giving wings to their dreams

Environment around girls; be it schools, the community, her parents, teachers or peers to be safe and conducive

Enrolment a logical follow up to Environment, making sure the girl child enrolls for education.

Education because an educated girl is an empowered girl, with more opportunities to fulfil her aspirations.

Encouragement Satya Bharti Schools encourage girls to express themselves, believe in their potential and follow their dreams. The initiatives that ensure inclusion include recognition of all-round girl performers on the basis of both academic and non-academic activities. Further, the leadership and participation of girl students is actively promoted in external contests and events. Girls have emerged as agents of change and regularly receive accolades for their community campaigns under the prestigious Design for Change Awards, Pramerica Spirit of Community Awards, etc. Finally, the inclusive processes of the Schools' Student Leadership Council ensures equal representation of girls as student leaders.

These four 'E's create the groundwork for Empowerment - through knowledge, skill building, engagement and enablement leading to enthusiasm, taste for success and self-belief. Girl Child friendly processes are ensured in schools through our Community Outreach, Adolescent Education and Safety norms tied to Gender Sensitivity programs.



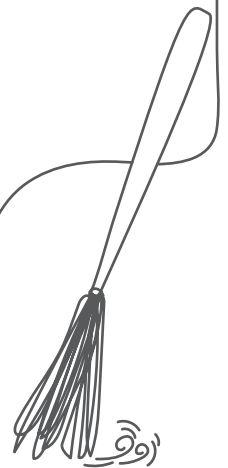


Promoting Holistic Development Beyond Academics

Holistic development remains a core integral part of the Satya Bharti School Curriculum. The aim is to ensure child development appropriate to age and grade; in order to transform the children into educated, employable and responsible citizens of tomorrow, with a sense of commitment to the communities in which they live. Building on this component, the curriculum incorporates interaction of the students with the society through community campaigns in the school's vicinity. They are encouraged to identify issues prevalent in their communities, sensitize the villagers and create a socially aware society, which is free from the dogmas that hinder development and inclusivity. In the past years, students have successfully led campaigns on issues like girl child education, substance abuse, environment awareness, caste discrimination etc. This approach helps each child to participate wholly while simultaneously exploring individual creativity and developing the ability to investigate. These campaigns have also garnered national and international laurels at multiple award platforms.



**Cleanliness
Drive by the
School Children**





Community Volunteering Program

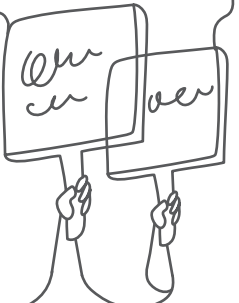
Community volunteering is an initiative under the Satya Bharti School program. Under this initiative, the schools engage with the villagers through a Community Volunteering week, which is organized annually during the summer break. Community members take over the role of teachers to share their know how about local art, crafts, folklore and other activities that are unique to their region; thus ensuring that students stay rooted to their culture.



In FY 2016-17, **1411 volunteers** participated across India, who engaged with over **39000 students**.



Community Campaigns Led by the Children



AGENTS OF CHANGE



**" I CAN WRITE AND
I CAN READ,
TOMORROW I WILL LEAD"**

-Alisha

Student, Satya Bharti Learning Centre, Jitko (Jharkhand)

Supporting the "Beti Padhao and Beti Bachao Campaign"

Alisha was forced to drop out from her school to support the meager income of her family. A girl who had no hope of an education, today dreams of becoming a teacher and spreading the light of knowledge in her remote village thanks to the effort of dedicated education volunteers and is now mainstreamed after a long gap in education.

**"I AM PROUD TO SPREAD THE
MESSAGE OF SANITATION
LEARNT AT SCHOOL
IN MY COMMUNITY"**



-Jannat

Student, Satya Bharti School, Udharsi,
Kurukshetra (Haryana)

Spreading the importance of sanitation in rural communities

Jannat, the 10 year old change ambassador was concerned about the safety and health risks associated with open defecation after her lesson on hygiene and sanitation. Her determination enabled her to convince the Sarpanch to pledge funds from a Government scheme and provide villagers free building materials to construct a toilet in their home.





**"MY FIGHT AGAINST
CHILD MARRIAGE IS
A FIGHT FOR MY COMMUNITY"**



-Geeta Devi

Student, Satya Bharti Elementary School, Balial,
Sangrur (Punjab)

Standing firm against child marriage

Geeta's efforts have brought change in a community cursed with child marriage. She dared to lead a door-to-door campaign by bringing together other girls facing child marriage. Together they created awareness about the benefits of educating a girl child rather than imposing child marriage on her.



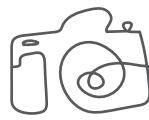
**"IT IS GREAT TO SEE MY
MOTHER AND OTHER WOMEN
OF MY COMMUNITY BREATHE
CLEAN AIR INSIDE AND
OUTSIDE OUR HOMES"**

-Jyoti Yogi

Alumnus, Satya Bharti Upper Primary School,
Gunavata, Amer (Rajasthan)



Jyoti Yogi, made the benefits of government "Ujjwala Yagna" available to her entire community and led the transformation to LPG cylinders and replaced unclean cooking fuels used!



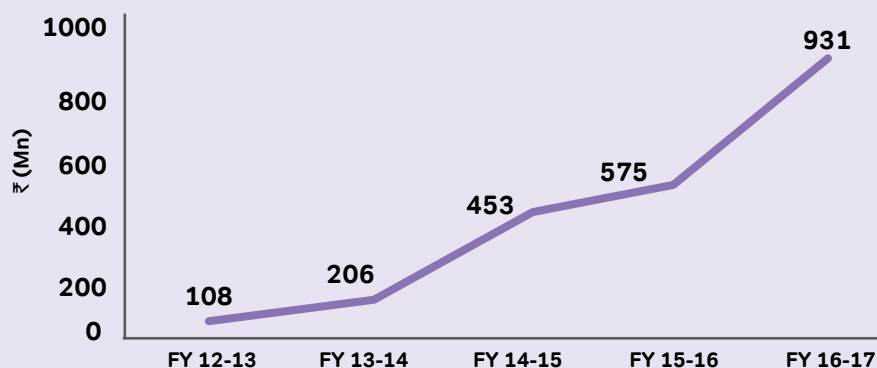
Bharti Foundation energizes over 1000 Government Schools



The Satya Bharti Learning Centre Program focuses on Out of School Children (OOSC) in close coordination with Government Schools. In partnership with Educate a Child (EAC) under the global initiative launched by Her Highness Sheikh Mozah Bint Nasser of Qatar, the program was initiated with an aim to guide Out of School Children back into schools by identifying, enrolling and providing them bridge courses to bring them to an age/class appropriate level. The program approach is to establish a Learning Centre within a classroom provided in a selected Government School. In addition, Mid-Day Meals, textbooks and condensed courses (special training modules) are provided by the Government. The Out of School Children are identified through community surveys administered by trained Education Volunteers. These Education Volunteers also undertake special teaching/training for the identified children, fortify learning with usage of innovative Teaching Learning Material, provide age-appropriate mainstreaming and undertake community mobilisation activities. The other implementing partners for this project are 'Humana People to People India', 'Education Support Organization (Gyan Shala) and 'Educate Girls.'

- Bharti Foundation led Satya Bharti learning Centres enrol and mainstream Out Of School Children (OOSC) in **1165** villages
- **29756** OOSC have been directly impacted till date
- Around **23676** OOSC who appeared for the Government Assessment have been mainstreamed into their age appropriate grades
- **98%** OOSC belong to marginalised communities (SC/ST/OBC); **47%** are girl students
- **290** local youth employed as Education Volunteers (EVS)

Airtel's Contribution to Bharti Foundation (₹ Mn)



Over 60% increase in contribution over the last year



Satya Bharti Abhiyan – Driving Sanitation

On 18th August 2014, Bharti Foundation launched the Satya Bharti Abhiyan, an initiative to improve sanitation facilities with rural Ludhiana as a focus area. Phase I of the program has been completed with 17,500+ individual toilets constructed and handed over across rural Ludhiana. In addition, 14 Government schools, identified by Punjab Education Development Board, have been provided a separate toilet for girls. In its second phase, the program is being ramped up to urban areas of Ludhiana to support the district administration's efforts.



Nyaya Bharti -

'Nyaya Bharti' is a one-of-its-kind corporate social responsibility (CSR) initiative in India. The primary objective of Nyaya Bharti is to provide aid to the underprivileged undertrials who are first time offenders accused of petty offences, requiring legal/financial assistance for release on bail. It also extends assistance to certain poor first time convicts undergoing imprisonment for petty offences due to their inability to pay petty fines imposed by the courts. The Governing Board of Nyaya Bharti is headed by Justice (Dr.) A.S. Anand, former Chief Justice of India.

The Nyaya Bharti initiative aims at providing legal assistance and promoting awareness amongst the undertrials' about their legal rights. Nyaya Bharti through its endeavours, complements the legal aid work being undertaken by National Legal Services Authority (NALSA) and State Legal Services Authorities (SLSAs), set up under statute legislated by the Parliament.

The office of Nyaya Bharti is located in New Delhi. Under this initiative 43 bail orders have been obtained and gross release of 38 underprivileged undertrials has been affected.

COMMUNITY DEVELOPMENT BY OUR REGIONAL OFFICES

in addition to our dedicated efforts directed at supporting the activities of Bharti Foundation, Airtel itself is also involved in numerous pursuits that address local and regional concerns. Airtel's relentless efforts aimed at fostering sustainable community development come in varied forms. Whether it's donating a part of salary, time, skills or knowledge to the employee giving programme (ACT) or running for a cause to raise funds in the Airtel Delhi Half Marathon (ADHM) or assisting in natural disasters, our employees constantly reach out by volunteering, raising funds for charitable causes, donating blood, and creating awareness about important issues across the country.

Environment and Health

- Tree plantation
- Awareness drives
- Blood donation
- Health and eye donation camps
- Create social awareness

Disaster Relief

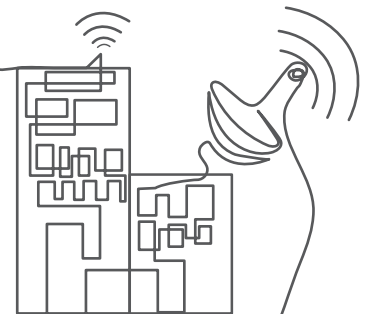
- Employee volunteering and donations
- Upkeeping of our network and provision of free calls

Community Engagement

- Support to under privileged kids and old age homes
- Assistance in self employment of the physically challenged
- Drives for the eradication of social evils

Promote Art, Sports and Culture

- Promoting local sports events
- Promoting local artists
- Organizing local marathons to bring communities together

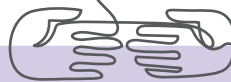




Joy of Giving

Like every year, we celebrated the Joy of Giving Week (JGW) across different states of the country. Employees at our Rajasthan Circle Office spent the JGW by voluntarily donating to the children of Satya Bharti Foundation. In Bangalore, we partnered with different NGOs and organised an event called 'Food for Change'. The event was an initiative to help raise funds for the NGOs. Airtel employees, with their families, set up food stalls at a prime location in the city. The money collected from selling the food was donated to the NGOs.

Both the campaigns received overwhelming responses, which motivated us to come up with more such initiatives in the coming days.

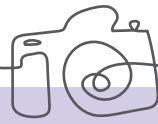


Disaster Relief

The devastating Vardah cyclone in December 2016 wreaked havoc in several parts of Tamil Nadu. Our Network Team worked round the clock on a war footing to keep the services running. Many of our team members stayed back and carried out restoration work in all affected sites. Similarly, during the demise of the Tamil Nadu Chief Minister, we strengthened our vigil. We joined hands with the law enforcing authorities and ensured zero interruptions across the state. Additional Mobile COWs/Mobile BTSes

were deployed near the Funeral and Memorial sites to withstand additional traffic.

Majuli in Assam is the largest river island in the world. The island witnessed severe flood last year owing to unprecedented rainfall, which affected the lives of hundreds. Houses were deluged by the heavy downpour. We took no time to reach the spot with our relief materials. People on the island were provided with roofing sheets that protected them from incessant rainfall.



Celebration time

A wide range of programmes were organised to engage in the different celebrations that took place in various parts of the country. Our Mysore zone employees celebrated Deepavali at Bhagini Samaj Ashram for Children, where they distributed sweets, crackers and stationery items for the kids. Similarly, our team in Rajasthan celebrated their Diwali with the students of Satya Bharti School. They organised a campaign called 'Is Diwali kuch alag karte hain'. Under the initiative, the employees contributed stationery items, books, and sports equipment to the students. Employees from Hubli zone dedicated their Holi Celebration to the kids of NGO Child for Home. Whereas, in Mangalore, Children's day was celebrated by organising a drawing competition for the specially-abled children.

Since Durga Puja is the most awaited festival in West Bengal, we thought of spreading the festivity among everybody. Our team in Bengal hit the streets and took 26 HIV affected children from 'Anandaghar' for a Pujo Parikrama. They rejoiced and cherished the entire day visiting different Puja pandals across Kolkata.



Blood Donation

Blood donation camps were regularly organised at various places, where employees and partners donated blood to help save lives. Fourteen camps were organised across the northeast states and Assam, where 520 units of blood were collected in one day and handed over to government blood banks across 7 Northeastern states. In Rajasthan and Karnataka, our teams arranged camps across all zones partnering with the renowned local hospitals.





Healthcare

In Karnataka, our Mangalore zone employees visited Aasare, an exclusive home for physically challenged children and distributed fruits and chocolates among kids. Eye check-up camps were also set up across all the five zones in the state, where people came from urban and rural areas to get consultations from doctors, absolutely free of cost.

Everyone in our West Bengal team donated money to provide nutritional supplements to HIV-affected children in 'Anandaghar'. Together, they collected a sum of ₹ 32,000. Additionally, two 24-hour helpline numbers were launched to offer help in cases of paediatric HIV. In Assam, our team spent a day with students of Basistha Blind School in Guwahati.



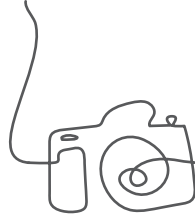
Distributing daily needs

As a responsible corporate, we encourage our employees to participate in social welfare. Our team in the Northeast states and Assam collaborated with OJU Welfare Association in Arunachal Pradesh to drive a campaign called 'Clothes for Charity', where used clothes were collected from all our offices in that zone and were donated to the association. OJU Welfare Association works for the development and empowerment of the women and children who are lagging behind the mainstream of the society. In Pune as well, our employees collected daily consumables like clothes, shoes, water bottles, soaps, among others and donated those to Maher Ashram in the city.



Partnership with University of Cambridge

Bharti Foundation and the University of Cambridge signed a Memorandum of Understanding (MoU) on 12 September 2016, with the aim of conducting research on the improvement of the baby corn crop in India. Bharti Foundation utilizes funds donated by Airtel to provide a grant to the University of Cambridge to carry out this three-year long research program between Cambridge's Department of Plant Sciences and the Cambridge Centre for Crop Science (3CS), Punjab Agricultural University and Field Fresh Food Private Limited.



Instilling Community Service among Young Leaders

The Young Leaders Program is a two-week corporate induction initiative. It encourages new joiners of Bharti Airtel to participate in various initiatives of the Foundation. This year, 43 Young Leaders volunteered at 21 Satya Bharti Schools across Punjab, Haryana, Rajasthan and Uttar Pradesh. They assisted the teachers in classrooms, trained students in various skills such as communication and leadership and also interacted with communities, during their stint with the Bharti Foundation.



Running for a Cause

In addition to being an expression of sporting prowess, marathons are also a platform to raise awareness about various social causes. Since its inception in 2008, Bharti Foundation has been actively associated with the Airtel Delhi Half Marathon (ADHM). The ADHM 2016 witnessed over 1054 employees from Airtel including senior management and over 30 corporate teams run for the Foundation.



**“CONTINUE SHARING THE GIFT OF JOY
AND QUALITY EDUCATION”**

ACT Today And Make A Change!



Contact your ACT Ambassador

bharti
Bharti Foundation



Employee Giving Program – A Caring Touch (ACT)

A Caring Touch (ACT) is a Bharti Group Employee Philanthropy Program. Employees as well as their families are encouraged to donate their time, skills, knowledge, materials and money, to either Bharti Foundation or any other charity empanelled under ACT. Each monetary donation is matched equally by Bharti Airtel to double the impact on the lives of those less privileged.

As a part of ACT, an Employee Volunteering Programme has been designed that encourages employees of Bharti Airtel to volunteer with the Satya Bharti Schools or a charity of their choice. It actively encourages employees to take a day off from work to volunteer off-site or on-site.



₹ 3.8 Million was contributed towards ACT by our **4800+** employees to Bharti Foundation, and over **₹ 5.2 Million** by Airtel, resulting in a total contribution of more than **₹ 9 Million**.



Highlights FY 2016-17

288 Mn customers in India, representing an **8.9%** increase over FY 2015-16.

733 TB data usage, which is a **47.3%** increase over FY 2015-16

Over **72000** network base stations added in FY 2016-17 over and above the existing 270000 sites

0.016* complaints per customer

Around **34 Mn** customer queries addressed per month by our contact centers

Surveyed around **80000** customers monthly to gauge their feedbacks about our services

18000 exclusive contact center agents across 31 cities to serve our customers

32.7 Mn Aadhar based acquisitions

Call per customer was **0.10*** for the FY 2016-17 for mobile customers

* As on March 31st, 2017



Providing an exemplary customer service

Enabling our customers through digitization and innovative services and offerings

Our Focus Areas

Protecting customer interests, privacy and data security



communication binds relationships.

As an enabler, our relationship with our 288 million customers is what defines us as a strong network. We are committed to providing our customers with best in class telecommunication products and services. We also strive to build an enduring relationship with them at every stage of our interaction and in the process enhance their overall experience, create transparency and protect their interests.

Every day, through around 3100 Airtel retail stores, and around 1.5 million retail points distributed across 7893 cities and 785494 villages throughout India, we touch the lives of millions of homes, small businesses and large enterprises. Our aim is to simplify the journey of our customers by tailoring it to suit their individualistic needs.



1 PROVIDING EXEMPLARY CUSTOMER SERVICE

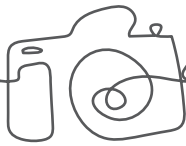
'win with customers' is our key business priority. Through our world-class network, innovative yet affordable services, and an exceptional customer experience, we aim to win customers for life a lifetime. Our long-term strategic goal is to innovate and deliver a wide range of cost-effective, secured, timely, and customized services with the best that technology can offer! We actively seek customer feedback, act on it, and improve our customer service and in the process improve our products, services, and processes.



ENHANCING CUSTOMER SATISFACTION

at airtel, we believe our customers are also our partners. They help us to greatly improve and evolve the services we offer. Their ongoing feedback is the greatest stimulus in improving our products, services and processes. Through an integrated end to end experience, improving our overall retail store experience, and delivering impeccable voice and internet services, we strive to increase our customer retention. Airtel

relies on various mechanisms such as the Net Promoter Score (NPS), social media mentions, feedback over a call/point of sale, customer grievances, complaint management, and exit surveys to measure customer satisfaction. Holistic tools such as the NPS enable us to gather feedback and ascertain our customers' experiences.



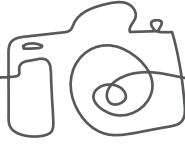
Going an extra mile-working with communities

Connectivity is an inherent aspect of communities which gives Airtel an important role to play in Resident Welfare Associations (RWA's). We are connecting with communities, giving them varied and customized solutions to provide a seamless network experience.

- Service camps set up in approximately 2700 RWA's in 80 cities in India
- RWA Buddies appointed & presentations given to residents on network presence, Open Network Portal & future network upgradation plans
- Proactive surveys on pre-identified RWA's with the help of third party vendor-relevant network solutions suggested & implemented

Enhancing customer experience through faster, paperless and secure onboarding experience

Supporting the Government of India's Digital India Movement and towards a paperless customer verification process, Airtel launched the e-KYC solution at all its retail stores and point of sales. Customers intending to procure a new mobile connection need to validate their biometric information at the Point of Sale which is real time verified with the Aadhar database and the connection is instantly activated. Over 32 Million customer acquisition in FY 2016-17 were Aadhar based.



Transforming service experience through Airtel own retail stores

Airtel is constantly innovating to meet the customers' expectations and to offer a superior service experience to our diverse customer base. Over the last year we have worked hard to improve our customers' in-store experience by reducing wait times, delivering a personalized experience and consistently resolving our customers' requests in the first instance. It is our constant endeavor to increase efficiency through innovation and ensure the 'first time right' experience so customers walk out delighted from our stores.

Over 3000 retail stores across India currently

- Over **650** Company - Owned - Company - Operated (COCO) and over 2500 franchise retail stores opened across India over the last three years
- Over **6500** dedicated Customer Service Executives across **400** cities providing personalized services to customers
- One-stop-shop Airtel stores offering end-to-end service support for Airtel mobile, dongle and broadband connections:
 - Enabling attention to service requests and quick complaints redressal
 - Enabling customers to experience our products and services to make decision
- Efficiently trained customer service executives to deliver seamless customer interaction
- Over **170000 manhours** of functional and competence based trainings delivered to team in FY 2016-17



LISTENING TO OUR CUSTOMERS



we put our customers at the heart of everything we do

and actively seek their views. We see this as an integral part of our plans for a sustainable customer base. We are constantly streamlining and expanding our communication channels to simplify our customers to interactions.

We listen to our customers through various touchpoints:

- Through our **3000+** company-owned and franchise retail stores and over **6500** Customer Relationship Officers in over **400** cities across India
- Online, through www.airtel.in, we currently get over **0.9 Mn** hits per day with an average time spent per visit of almost **6 minutes** and around **0.8 million** customers.
- On social media, through our presence on all leading social media channels, we receive over **4308** mentions and nearly **300000** queries everyday.
- Via phone, customers can opt to call us on over **40** contact centers across **36** cities with over **18000** exclusive agents handling close to **480 million** calls every year.



Creating personalised touch points for rural customers

In its constant endeavor to localize customer service delivery, Airtel has been providing personalized services to our rural customers, through its 13 rural call centers which have more doubled in the last two years. These centers also help in empowering the communities in which they operate by providing employment to over 3500 rural people.

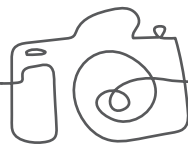
this year



- **22 Million** new mobile customers added this year
- **10 Million** social media queries answered
- **150000** (approx) mentions average per month online
- **74%** increase in our online interactions from the last year
- **26 Million** more customers switched to e-billing over and above the 144 million already enrolled

Building A Social Connect

social media is one of our key communication channels, that was strengthened in 2015, and continues to be important to us. Over the past year, we have made the shift from social listening to social intelligence. We are now using insights for informed engagement, driving content creation, building a community of advocates and taking real time marketing decisions. For Airtel, the command center has become a next-gen customer interaction hub with infinite learning possibilities. We are constantly listening, responding and resolving consumer queries all across social media. Our belief is that customers are most comfortable when expressing themselves on social media platforms and it is that very fact that we want to leverage. While we create conversations on established social media platforms, a big part of what we do is also to 'manage conversations' in real time from various stakeholder groups – consumers, media, competition and even policy makers. Digital mediums are increasingly becoming the first port of call for communication and the command center helps us be prepared for the volume and sensitivity.



The Social Command Center

In recent times, social media has become one of the most powerful platform for self-expression, connecting people and putting forward your opinion. The Command Center is a hybrid mix of capabilities from brand insights, customer experience and corporate communications to help manage and optimize the social media ecosystem. The Command Center controls:

- **Customer Response** – Monitoring, responding and resolving cases through a 365, 24x7 running model with a turnaround time of 4 hours for high value customers
- **Consumer Crisis Management** – The tools and live streams enable us to have a bird's eye view on various potential crises situations
- **Consumer Facing Content** – Crunching 900,000 conversations every 30 days enables us to understand what works and engages our target audience
- **Competitor Understanding** – Keeping a tab on the category and competitor metrics helps us stay ahead of the curve

Improving quality of Service and Network reliability

quality of service, in a world of increasingly empowered customers, is quintessential for building customer loyalty. Being one of the largest backbone network operators worldwide, we strive to build a smart and dynamic network, improving the quality of both voice and data services, and providing an exceptional world-class experience to our customers.

In our endeavor to offer best in class network experience to customers, we have **invested over ₹ 300 Billion over the past 2 years** in adding new base stations and modernizing our network infrastructure. Some of the other initiatives were undertaken this year to enhance the network experience of our customers include:

- **Project Leap** - In 2015, we implemented our network transformation program – Project Leap – aimed at significantly improving our network quality and delivering the best customer experience. One of the key initiatives undertaken through this project involved deployment of over 72000 network base stations in FY 2016-17 across India to ensure an uninterrupted network experience
- **Deployment of innovative tools** for near real time optimization through Self Optimization Network (SON) and Geo analytical tools - Self Optimization Network (SON) enabled automation of network optimization to ensure availability of resources as per user demand. It has enabled dynamic configuration of the network for seamless handovers in 3G & 2G network, thus reducing call-drops by more than 35%, network overloading by more than 20% thus improving efficiency of the available spectrum and network capacity.
- **Open Network** – 2016 saw, Airtel taking the next step in the direction with India's first Open Network. An open sharing platform that gives everybody access to our tower maps, weak spots, strong signal zones, high-speed internet and more. Airtel with the help of its customers has upgraded 9000+ towers through the Open Network initiative.
- **Improving efficiency** of new deployments by customer demand centric network planning which helped deployment of new sites and small cells in corridors of high consumption.
- **Granular focus on network quality through clustering** – A more focused approach on network quality by creating clusters with clear ownership lead to reduction of key KPIs like call drop, blocking, slow browsing, and in top cities a gain of 70% to 95% was observed across voice and data.



Our self-regulation of quality of service

Airtel commits to implement a 25% more stringent mobile call drop benchmark of 1.5% versus 2% prescribed by the regulator. As per the new benchmark, Airtel will contribute ₹ 100000 for every 0.01% increase in call drop rate beyond 1.5% every month in each circle of operation despite the constraint of difficult operating conditions in some areas, in particular hilly regions.

Airtel DTH walks the talk

- Airtel DTH completes 95% of its installations within four hours of the request.
- 90% of customer complaints are resolved within six hours.
- Under a new 'express service', operational in 26 cities, new connections are being installed within two hours of the request.



Delivering Exceptional Network Experience

The state-of-the-art Network Experience Centre (ANEC) in Manesar is the hub for the command and control of customer perceived service quality parameters, complementing the traditional way of fault and performance monitoring of network which is a paradigm shift from the conventional concept of Network Operations Centre.

The entire network across all product segments is monitored 24x7 and in case of any emergency or glitches, the information is immediately passed on to the concerned operations team, thereby helping to prioritize action to restore normalcy and reduce resolution time.

2

ENABLING OUR CUSTOMERS THROUGH DIGITIZATION AND INNOVATIVE SERVICES OFFERINGS

enhanced digital technologies and need for rapid innovation,

greater convergence and newer services have transformed the way we live and connect. Our customers expect a seamless experience and a high degree of consistency in service delivery and quality, shifting easily between the digital and the physical “point of sale”.

As a result, we aim for real-time customer interaction and invest in corresponding technology to stay connected to consumers and improve our customer service, while paying the utmost attention to data privacy and security.

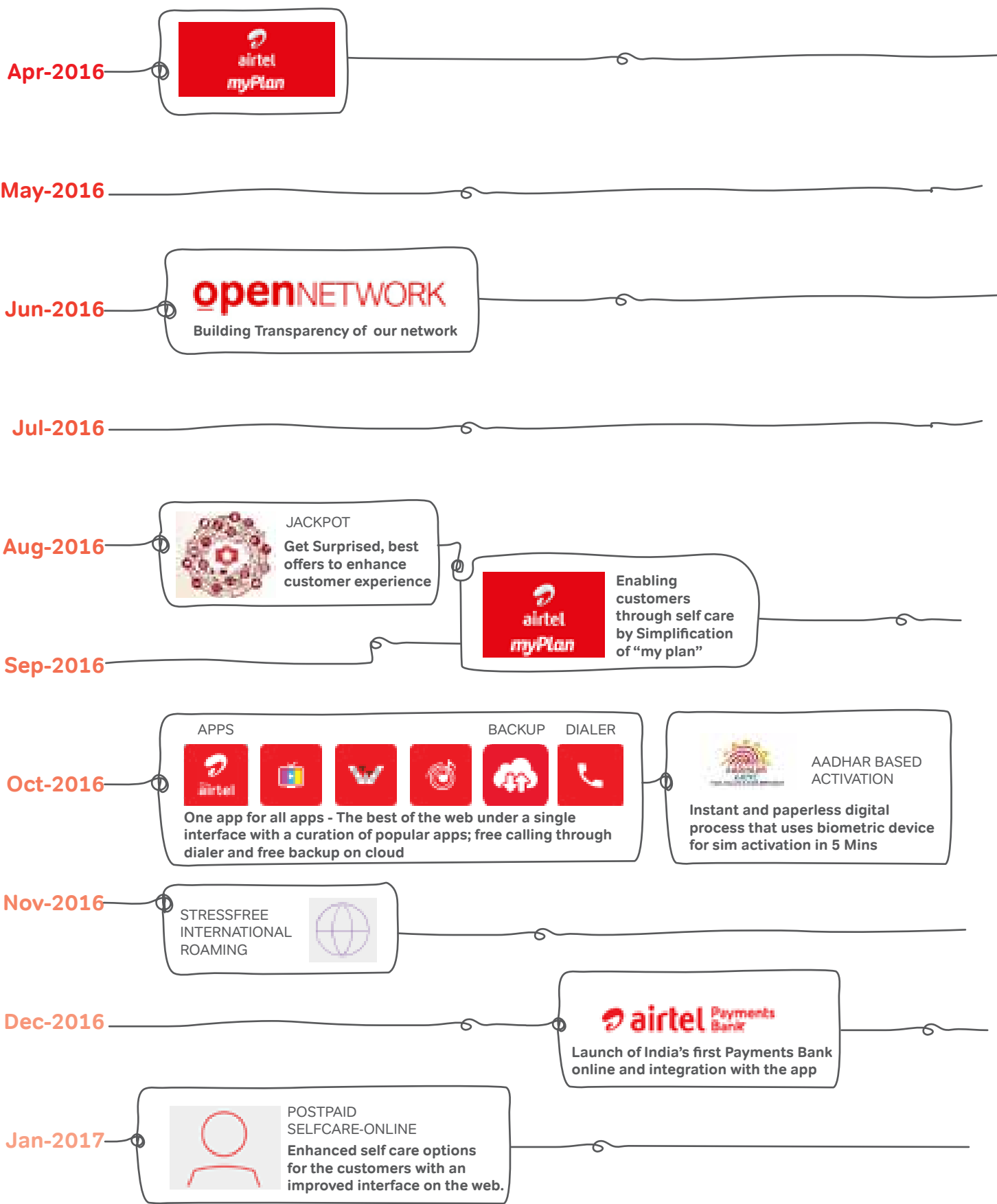
Airtel is among the first Indian telecom companies to enable real digitization of nearly all digital devices, providing a seamless experience to our customers. Airtel’s transformation was inspired by its customers embracing digital services which have been driven by the wide adoption of newer technologies like 4G. We want to win the trust of our customers by provision of personalized experience, end to end self-care, predictive means to meet customer expectations, and self-healing systems backed by an easy interface.

Taking these initiatives to a whole new level, this year Airtel has constantly evolved its array of self-care services in the digital space to empower its customers by helping them manage their Airtel services effortlessly.

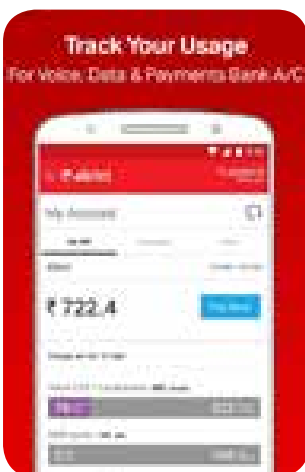
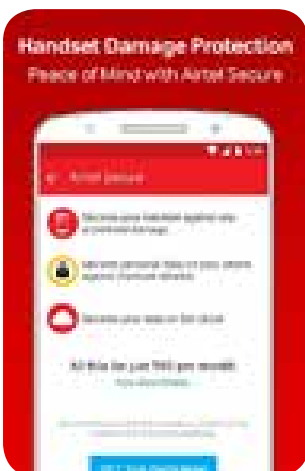
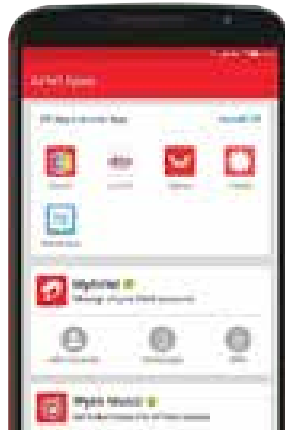
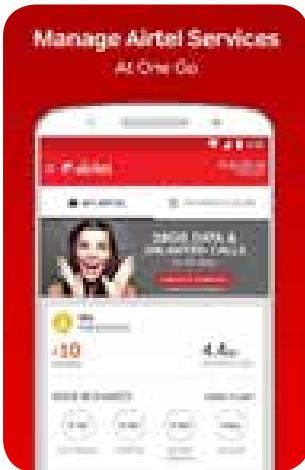


DIGITALIZING CUSTOMER EXPERIENCE JOURNEY 2016-17

FY 2017 Overview

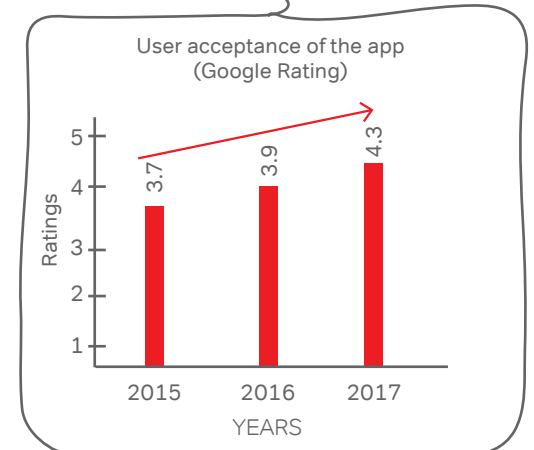
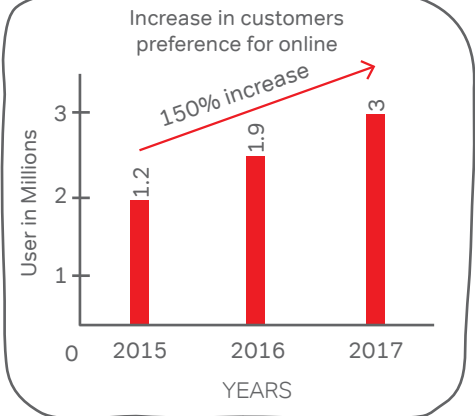


My Airtel App - Enabling Self-Service and Building Trust



In FY 2016 – 17 Airtel launched the refreshed and intuitive interface of the 'MyAirtel App' for delivering enhanced digital experience. This app in addition to various features mentioned below also offers a unified interface to the entire suite of our popular mobile apps and products offered by Airtel

- Easy to manage all Airtel relationships like mobile broadband DTH with a single relationship
- Building transparency for the customer to track his usage/ plan/unbilled amount in a single interface
- Empowering customers for all transactions including bill payments, plan, tariff and recharges
- Enables customers to avail the customized offers
- Provision of innovative solutions at no extra cost like free Cloud Backup, free calls through Airtel Dialer and Airtel Secure.



*As on 31st March 2017

PROVISION OF INNOVATIVE SERVICES

we are touching the lives of millions of customers every day with our wide-range of innovative and customized products and services. From being the first in India to introduce music on mobile phones to launching new services like 'Easy Recharge', 'Lifetime Prepaid' and mobile money, Bharti Airtel has always been at the forefront of introducing path breaking innovations to create a transformational impact on the lives of its customers.

Our Innovation Journey

2004



Easy Recharge

'Easy Recharge' a unique and revolutionary prepaid product which enabled prepaid customers to top up their prepaid cards with any value suiting their budget even when they are roaming.



Hello Tunes

Hello Tunes redefined the entire customer's mobile experience as it enabled the caller dialing Airtel customers to hear songs and other sound clips instead of the traditional ringtone.



Pioneered the launch of Blackberry phones in India which was then considered to be the most powerful instant e-mail mobile innovation.

2005



Lifetime Prepaid

This card enabled a customer to receive calls for a lifetime without having to recharge or worry about the validity period of the card.

2006



Song Catcher

This service completely transformed the way mobile users downloaded songs on mobiles. Customers could hold the mobile device near the source of music and the song could be downloaded as a Hello Tune in their phone through a voice recognition software

2007



Promoting Rural connectivity

Bharti Airtel partnered with the Government of Gujarat in the 'eGRAM Connectivity Infrastructure Project'. Under this first-of-its kind programme in the country, the Company undertook a massive rural connectivity exercise linking 13,716 villages of Gujarat with Common Service Centers (CSCs) by setting up telecom infrastructure.



Bring Apple 3G Phones in India

Bharti Airtel in association with Apple launched 3G enabled iPhone for its customers in India. 'iPhone 3G' combined all the revolutionary features of iPhone along with 3G networking that was twice as fast as compared to an earlier version of iPhone.



Promoting financial Inclusion

Bharti Airtel introduced 'Airtel Money,' India's first mobile banking platform which enabled users to load money into their mobile phones. The device could then operate like a virtual wallet. Airtel Money was India's first telecom-led mobile wallet service to offer money transfer service.



Launched 3G

Bharti Airtel introduced its first 3G (Third Generation Mobile Telephone) service in India with a launch in Bangalore, India.



Launched 4G services

Bharti Airtel began a new chapter in India's telecom history by launching 4G LTE (Long Term Evolution) in Kolkata. This technology evolution enabled customers to access superfast mobile internet at nearly ten times the existing wireless speed.



Network Experience Center (NEC)

In an endeavor to provide seamless quality of service to its customers, the NEC was the first of its kind facility in India which monitored Airtel's network performance across all product segments, International Cable Systems and internet peering points from a single location.

2014



Wynk Music

A carrier agnostic mobile application enabling music lovers to groove to their favourite songs on their smartphones while on the move. The platform enabled customers access an 'expert curated' library of 1.7 million regional and international songs across eight languages. The launch enabled Airtel to become the first telecom operator to introduce an OTT (Over-the-Top) mobile application in the Indian market.



'One Touch Internet'

A first of its kind initiative aimed at simplifying internet service for first-time users in India. 'One Touch Internet' was a WAP (Wireless Application Protocol) portal designed with a simple, secure and intuitive interface that allowed first-time mobile web users to discover the internet easily.

2015

Ranking	Operator	Wireless Mobile Connections (millions)
1	China Mobile	808.07
2	Vodafone Group	603.06
3	Bharti Airtel	303.11
4	China Telecom	288.06
5	América Móvil	273.14

(Source: World Cellular Information Service)

Becomes the third largest mobile operator in the world

In June 2015, Bharti Airtel crossed a major landmark in its journey when London based World Cellular Information Service (WCIS) acknowledged Airtel as the third largest mobile operator in the world with 303 million subscribers across its operations in Asia and Africa.

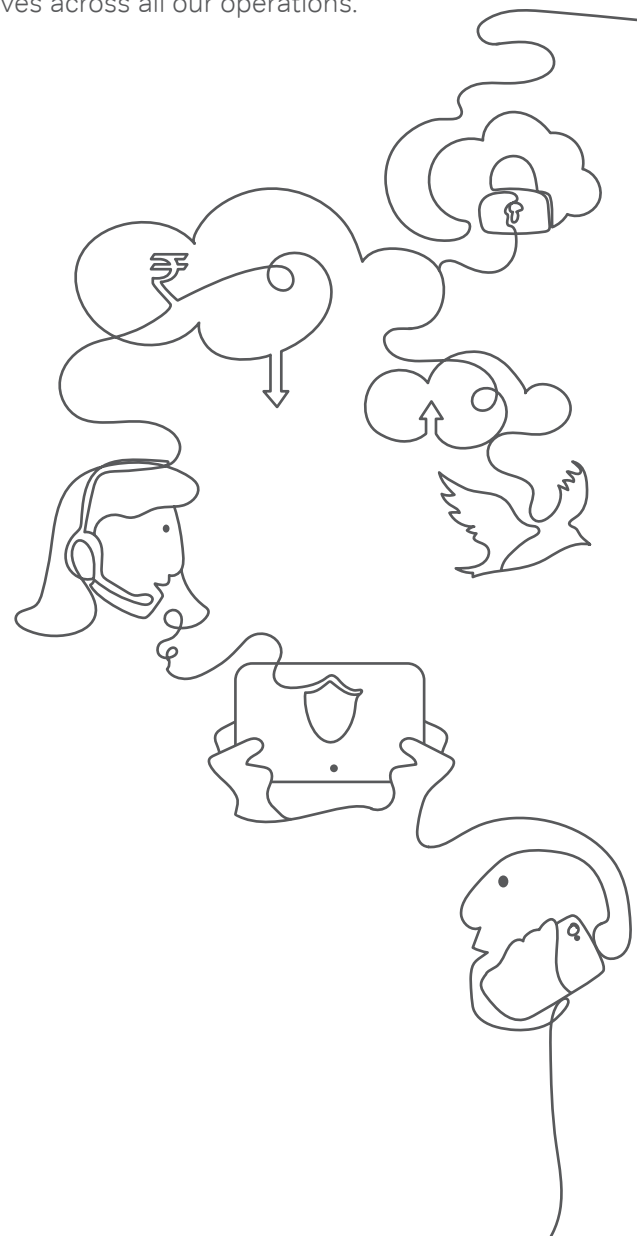


Project Leap

One of the world's largest network transformation project with a cumulative investment of ₹ 60000 to develop a smart and dynamic network by upgrading the passive and active network infrastructure over the next 3 years.

3 PROTECTING CUSTOMER INTERESTS, PRIVACY AND DATA SECURITY

customers and our stakeholders form the core of our business, and their interests are a top priority for us. Airtel takes its responsibility of protecting customer data, and ensuring their privacy, very seriously. We implement our commitment through a range of policies, management systems, processes and initiatives across all our operations.



PROTECTING CUSTOMER INTERESTS AND BUILDING TRANSPARENCY

airtel believes in transparency and empowering users to manage their own Airtel products & services with ease. Airtel has consistently made efforts in this direction whether it is through our Open Network, enriched self-care or ever evolving powerful MyAirtel App. This year, Airtel has successfully implemented various initiatives to increase transparency for our customers and/or reduce the surprises arising due to bill shock and lack of awareness about services.



Here's how our network opens up to you.



Check the network coverage right down to where you live



See our current towers and future plans



Let us know where you face network issues



Partner us in setting up new towers



Building Transparency – India's first Open network

An industry first initiative, 'Open Network' is a paradigm shift in the way a telecom operator engages with its customers to build a better network. Under the initiative, the Company established complete transparency by opening up the mobile network information to customer for scrutiny and feedback.

Airtel opened up its network information through an interactive online interface. Based on a colour code, it displays mobile network coverage/signal strength along with network site deployment. The Company has created multiple touch points (web portal, MyAirtel app, call-centres and Airtel stores) for customers to register their feedback on network experience. So far, the Open Network platform has received more than 10 million hits. Millions of customers including many residential welfare associations in different parts of India have reached out with site leads.

Almost **160 Million customers** reached

More than **9 Million page visits** on the portal - **8 Million unique visitors**

6.3 Million queries resolved in first interaction

More than **9000 base stations** were either upgraded or new sites came on-air

openNETWORK

Because you have a lot to say. And we have nothing to hide.



Airtel declares war on international roaming

- Airtel has initiated radical changes that redefine the value proposition for domestic and international roaming and has already launched innovative and affordable international roaming packs for all major countries across the world. With this, Airtel mobile customers will be able to carry their numbers across India and the world and stay connected all the time without having to worry about high call/data charges. Bill shocks will now be a thing of the past.
- Starting April 1, 2017, Airtel customers roaming within India will enjoy free incoming calls/SMS and there will be no premium on outgoing calls allowing them to speak freely wherever they are within the country. Also, there will be no additional data charges on national roaming. Home data packs for customers will apply even while they roam across India.

airtel

**ROAM THE WORLD
LIKE HOME**

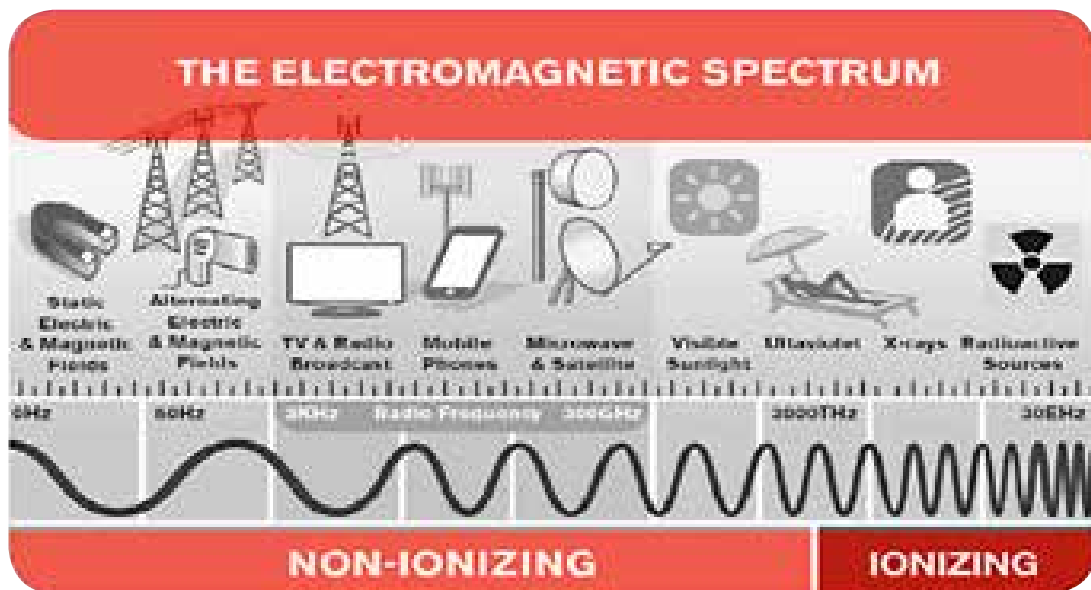
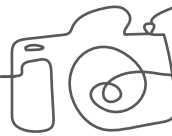
Get unlimited free incoming, free calls to India & upto 3GB data when you travel abroad. No SIM change required. Only on Airtel Smart Packs.

airtel.in/IR

SAFEGUARDING CUSTOMER HEALTH AND SAFETY

we, at airtel, give utmost importance to community health and safety.

We acknowledge the growing public concern regarding exposure to electromagnetic fields (EMF) and maintain complete transparency of our position. We ensure clarity and transparency of our position and share the updated, research backed facts regarding EMF, with the general public. As per the latest government regulation on EMF, our base stations are compliant with the emission norms and all our existing 336773 BTS's are self-certified. These sites are also subject to random checks and audits by the Telecom Enforcement Resource and Monitoring (TERM) Cells of DoT. In the 21615 physical site audits done by the TERM cell in FY 2016-17, 99.9% of sites were found compliant with existing norms and for the remaining sites, corrective action was promptly initiated. In addition to this, Airtel, in partnership with the Cellular Operators Association of India (COAI), conducts various programmes, workshops, seminars and stakeholder meets to build awareness about the issue of EMF.



Non-ionizing waves have much lower frequency and energy, hence, safe.

Do Towers have a negative impact on living beings?

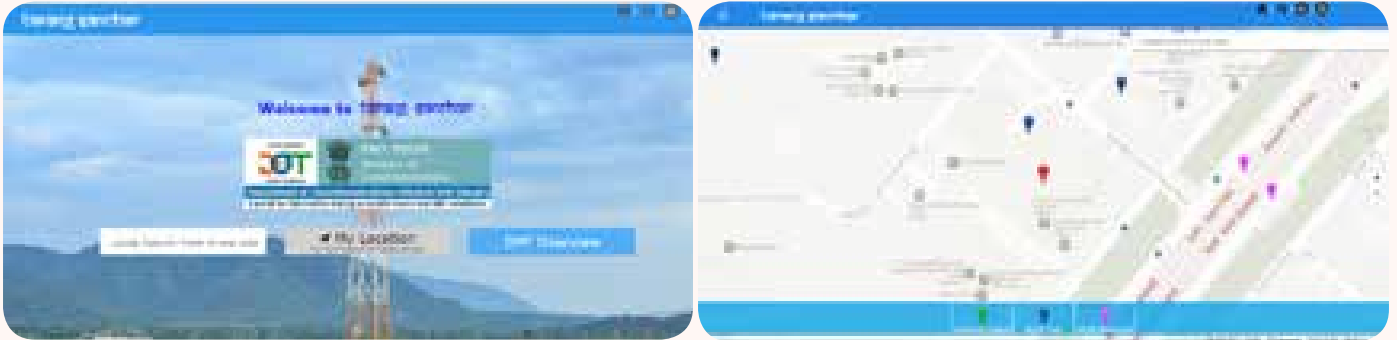
Radio Frequency (RF) waves are the basic building blocks of mobile communication.

These frequencies, typically in 800-2300 MHz band are part of the Microwave category within the Electromagnetic Spectrum.

Electromagnetic waves are used in most aspects of life such as medicine, television and radio reception and the differentiating factor of their adverse effect is their frequency.

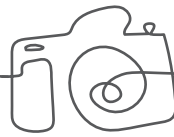
Mobile communications use the lowest frequency in the electromagnetic spectrum and the effect is equivalent to watching television and even lesser than the frequency emitted by visible sunlight used for seeing as depicted in the chart above.





EMF Portal- Promoting Transparency

An initiative led by the Department of Telecommunication Govt. of India, will enable users to actively check EMF radiation of any mobile tower on a real time basis.



Building Awareness around EMF

Various awareness sessions are being conducted across India along with the government and industry associations to demystify the myth around EMF.



ENSURING CUSTOMER DATA PRIVACY AND PROTECTION

we, at airtel, are fully devoted to **safeguarding customer privacy** and interests not only for legal and regulatory compliance but in order to strengthen and nourish our bond with the customers and stakeholders. In order to facilitate the same, we have embedded stringent policies, systems and checks to ensure the privacy of information.



Internet Safety and Security

We work with the industry, government, law enforcement and community organisations to help our customers understand and manage the risks associated with the online world. We support a range of government initiatives to raise awareness, and provide online education and guidance. Some of the measures undertaken in the last few years include:

1. Proactively filtering offensive content available online which is not compliant with the state laws
2. Working with CERT-In to intimate our customers proactively on malware infections
3. Upgrading technology constantly to reduce threat exposures
4. Associating with Law Enforcement Agencies (LEA) to support investigations
5. Actively participating in multiple national level working groups and numerous international forums on internet safety and Cyber security

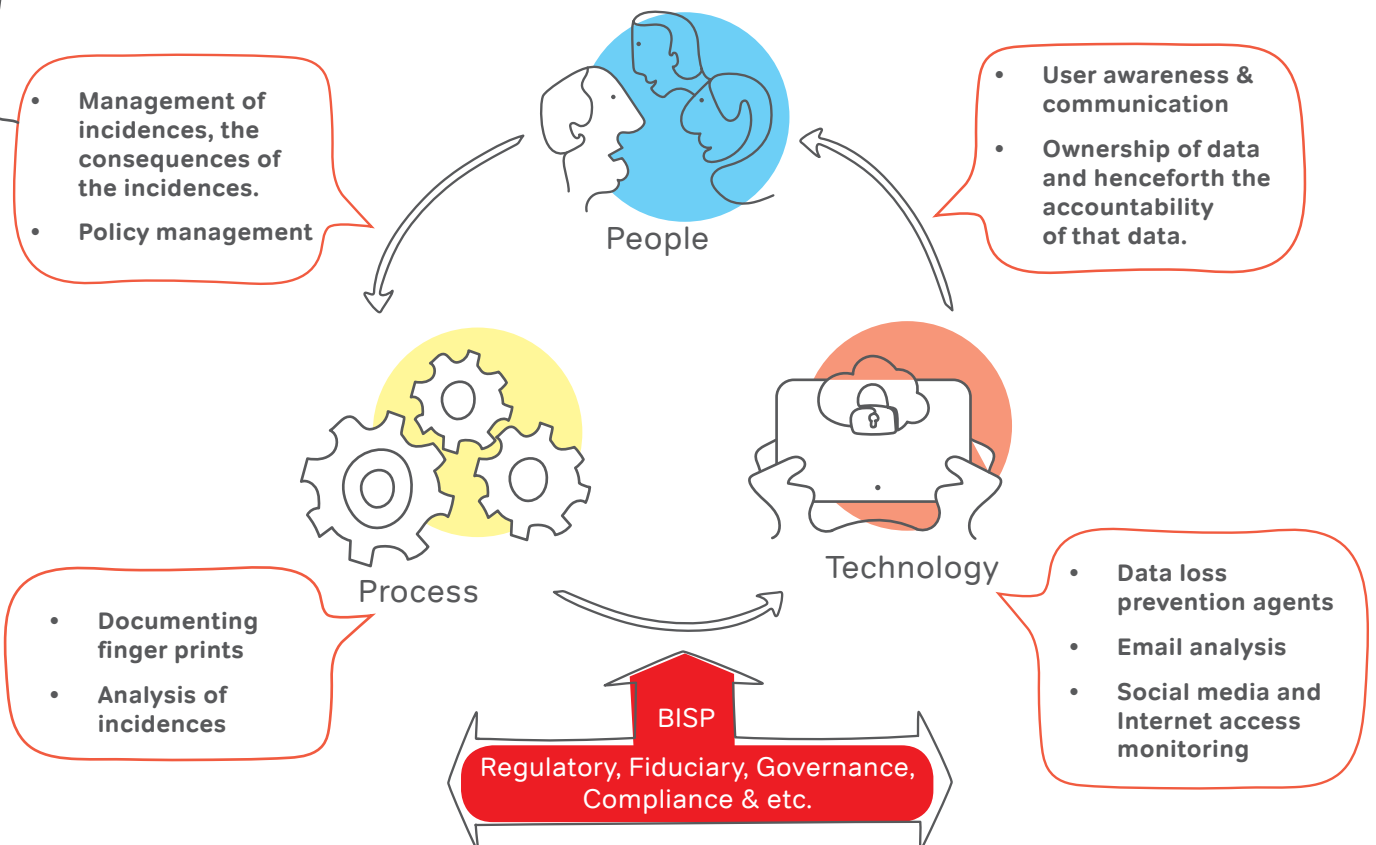


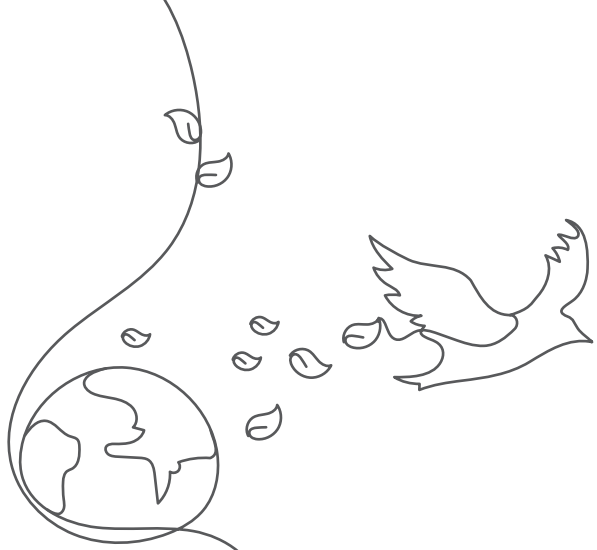
Our Measures to protect customer information

- Embedded strict **internal policies and procedures** within our organization to protect privacy of customer's personal information from unauthorized use, disclosure, modification or misuse.
- Established an **efficient fraud management** programme driven by revenue assurance and fraud management experts, which makes use of highly sophisticated and evolved tools and processes to detect and prevent occurrences of fraud.
- To protect our customer's financial information, we have been **certified against the Payment Cards Industry Data Security Standard (PCI DSS)**. Some of the steps to ensure the compliance are building and maintaining secure networks to protect cardholder data, encrypt transmission of cardholder data across networks, maintaining a vulnerability management program and implementing strong access control measures.
- **Restricted the access to subscriber data** on need-to-know basis by customer care services or other department dealing with critical customer information. Each person has been assigned a unique ID and all activities using these IDs are monitored closely. All incidents of information leakage are tracked and strict actions are taken against the offender.

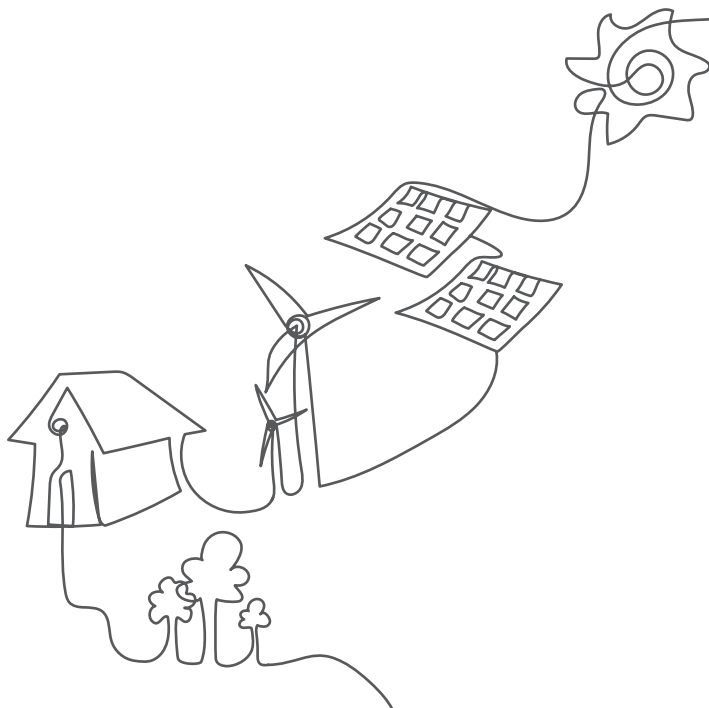
DATA PROTECTION

Data protection at Airtel addresses the underlying people, process and technology. This includes defining the strategy, classification policy, assessing the processes and improving on the technology.





protecting
our
planet



Highlights FY 2016-17

75% reduction in CO₂ emission per TB in the past 4 years

33% reduction in CO₂ emission per rack in our data centers in the past 3 years

1.3 Mn liters of diesel saved in our network infrastructure

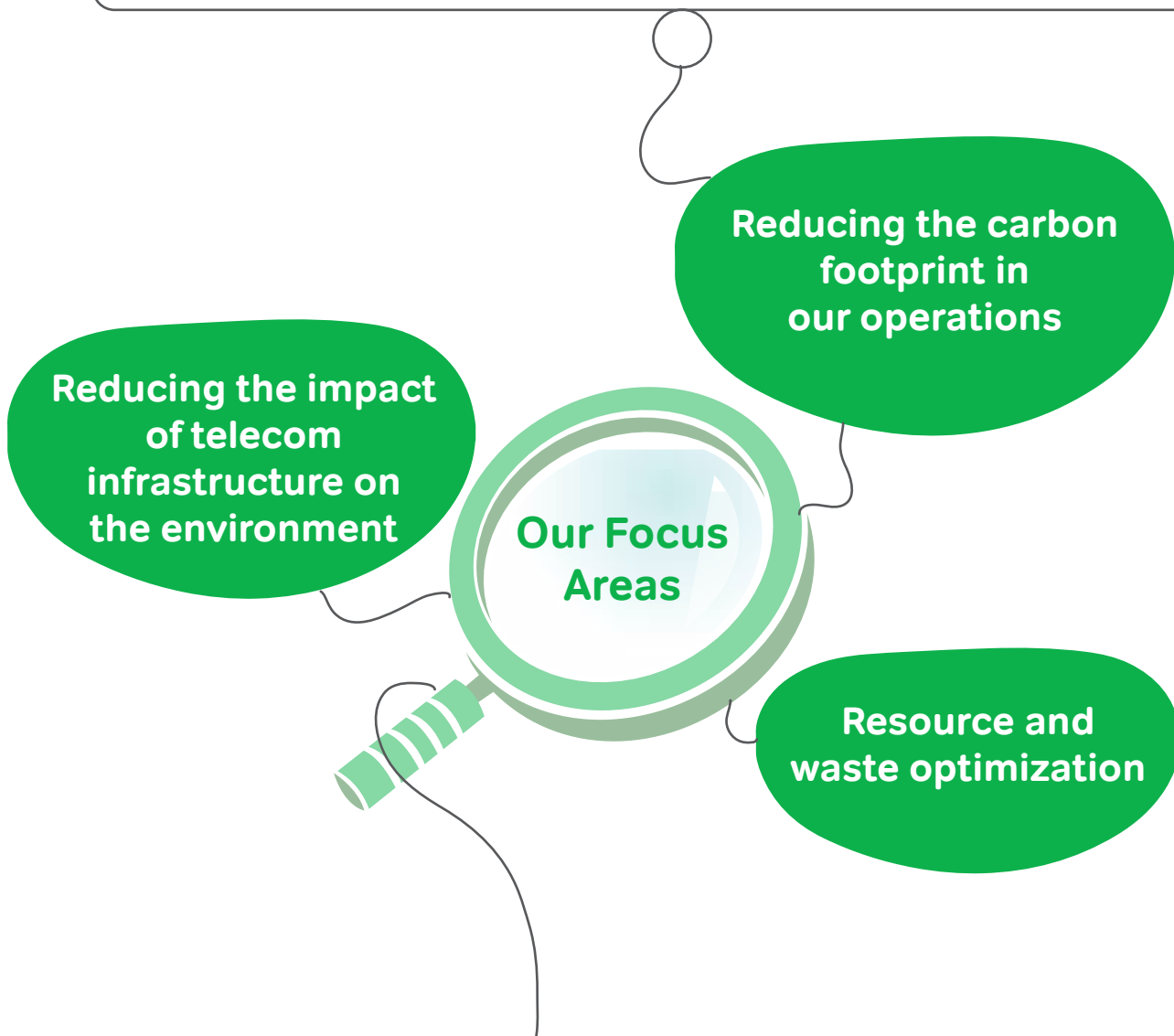
Over **71.4 Mn** units of renewable power wheeled into our operations

Over **3200** number of solar enabled towers deployed by our infrastructure partners

Around **1800 MWH** energy saved in our facilities

191 Tonnes of paper saved in facilities

Around **1200 Tonnes** of paper saved through e-bill initiatives



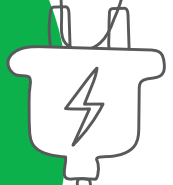
we, at airtel, believe that the Information and Communications Technology Industry has a pivotal role to play in shaping the future. That's why we keep a hawk's eye on resource and energy consumption, greenhouse gas emissions and waste handling procedures.

As a responsible corporate we have taken measures like shifting to greener mobile tower technologies to reduce our carbon footprint by a whopping 70%.

OUR EFFORTS ARE FOCUSED IN:

Reducing our direct and indirect environmental impact by investing in innovative energy conservation technologies for our network, facilities and data centers in association with our partners

Resource optimization and waste management by recycling of waste and optimal utilization of available physical space



1

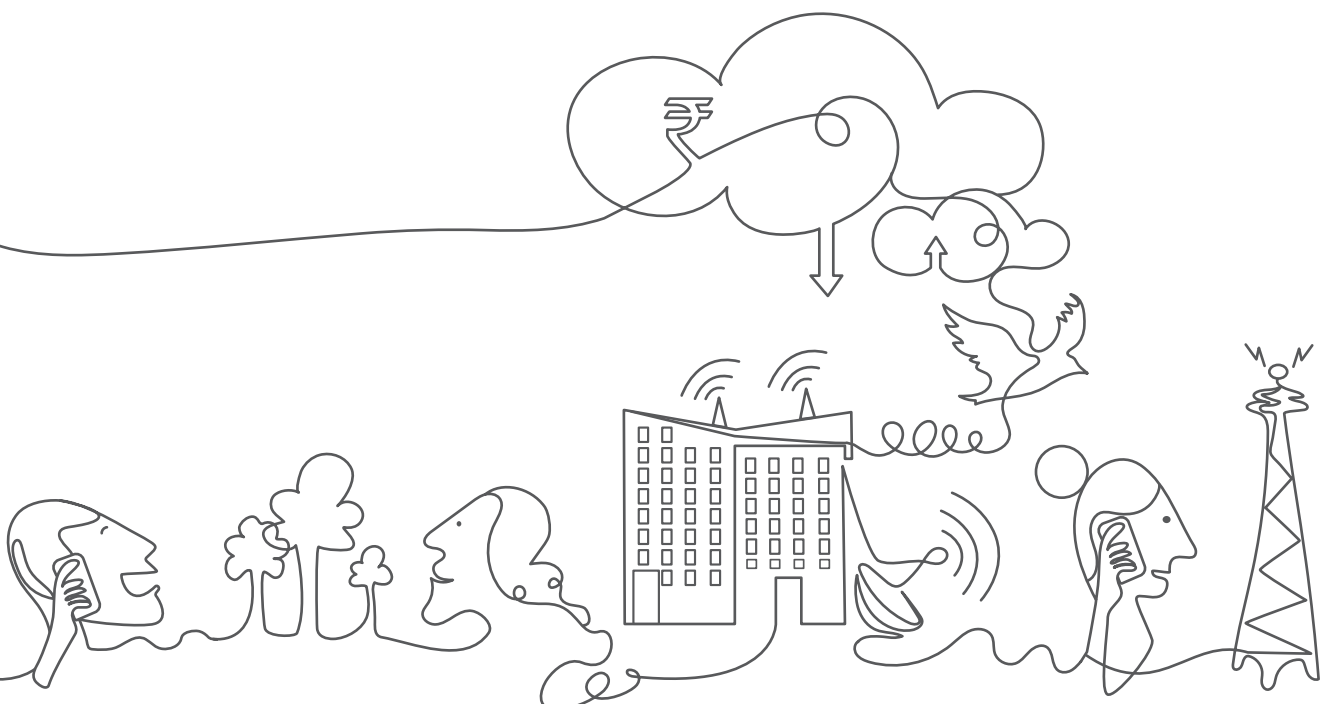
REDUCING THE NEGATIVE IMPACT OF TELECOM INFRASTRUCTURE ON THE ENVIRONMENT

airtel along with its network-infrastructure partners has taken a resolve to re-invent and reduce the environmental footprint of their business and operations. Along our journey on the path of sustainability, we have already explored and implemented several green solutions to curb emissions. We are also continuously in search of more energy efficient technologies and innovative solutions for a greener future.

In today's fast moving world, our network infrastructure needs to be at its optimal best at

all times. The unavailability of reliable power is a critical issue for remote network sites. DGs and batteries are usually used as alternatives to keep the equipment running in the absence of grid power supply. Through our persistent efforts, along with our network partners, we have been able to upgrade and convert the existing telecom towers into energy efficient towers, reducing the reliance on electricity from the grid or diesel.

The next step is maximizing the adoption of green wheeling for sourcing our power from renewable sources and in the process, reducing our carbon footprint.



Some major interventions in our mobile network, undertaken along with our network infrastructure partners in this direction include:

1. ENERGY ACQUISITION:

• **Rooftop Solar Energy at Main Switching Centers**

Over the past 5 years, **17 rooftop solar plants** were set up at our main switching centers, with a total generation capacity of **1 MWp**. In FY 2016-17, rooftop solar plants were installed at 3 locations with a total installed capacity of **193 kWp**.

- **Green Power wheeling agreements** for purchase of green energy, through open access. For the past few years **around 88 Mn units** were contracted under wheeling from renewable sources.

2. ENERGY EFFICIENCY AND DEMAND REDUCTION

• **Deployment of Low-power Consuming Base Transceiver Station (BTS)**

We have been able to achieve a reduction in power consumption by a minimum of **30%** over the last 4-5 years. In FY 2016-17, we deployed **4301** such base stations.

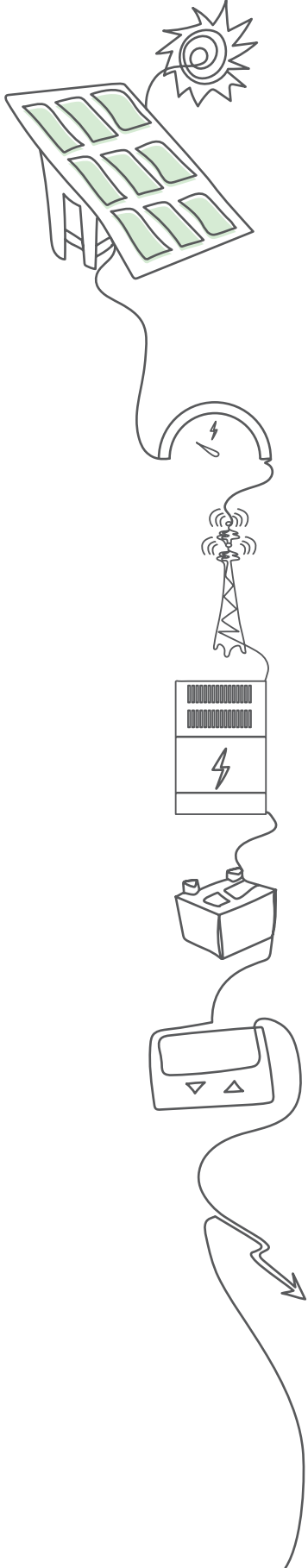
- **Site sharing** - We introduced the concept of telecom passive infrastructure sharing to the world almost a decade ago. Currently, over **3422** sites representing **45%** of our total sites are deployed on sharing. This initiative has helped reduce the energy consumption by **30%** as compared to a standalone site.

- **Outdoor BTS deployment** has reduced energy requirements by **30%**. In FY 2016-17, we deployed **7206** outdoor sites.

3. DESIGN MODIFICATIONS AND INNOVATIONS

- **Battery Hybrid solutions** have been implemented in over **11946** additional sites by our network partners, across the country, to eradicate the use of diesel.

- **Conversion of indoor to outdoor sites** to avoid running of air-conditioners during favorable ambient temperatures, and reduce consumption of grid power when it's available. Implementation of energy efficient technology such as Free Cooling Units (FCU) and solar natural cooling unit (NCU) have replaced the use of air conditioners. Over **48973** tower sites have been implemented with FCU and around 15000 converted in the FY 2016-17.



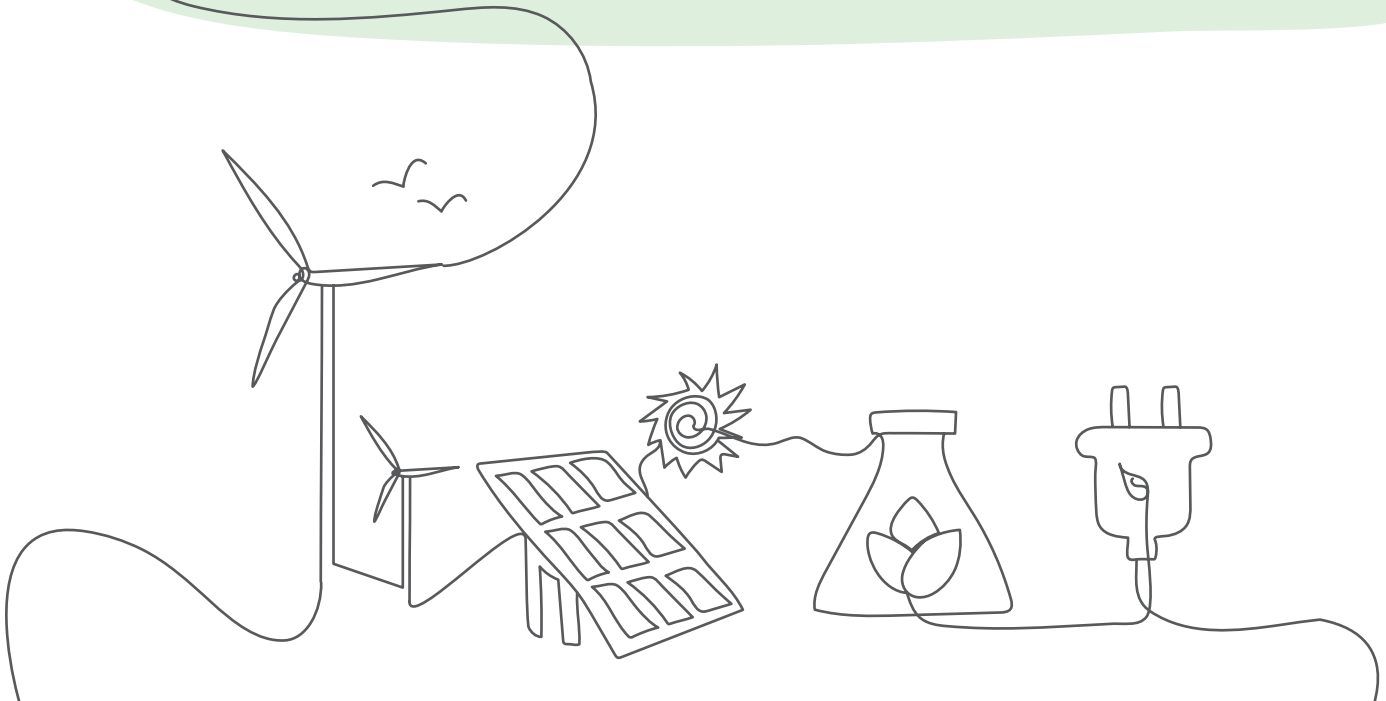
EXPLORING GREEN ENERGY SOLUTIONS

Airtel is working relentlessly along with its partners on expanding their green energy portfolio by embracing various technologies like wind energy, biomass, zero emission batteries etc.

Solar-DG Hybrid Solution: A unique and innovative solution that uses 3 kw -7 kw capacity solar panels in tandem with battery banks, which helped reduce the DG run hours from 20 to 6 hours a day by providing 18 hours of power. The system is further optimized by a hybrid solar controller. In 2016-17, **3263** own and partner sites implemented solar hybrid solutions with installed capacity of **17.4 MWp**.

Rooftop Solar Energy at Main Switching Centers (MSC): Over the past 4 years, **17 rooftop** solar plants were set up at our main switching centers, with a total generation capacity of **1 MWp**.

Trials for Solar Natural Cooling in 381 sites were completed with 300 Wp on each site and partner sites by switching off air-conditioners and utilizing solar natural cooling to reduce the energy demand.



Sourcing Renewable Energy through Green Wheeling

Leveraging the opportunity provided by Open Access (Electricity Act, 2003) for non-discriminatory sale/purchase of electric power from various sources, including renewable sources:

- Signed green power wheeling agreements for procurement of green energy of **88 Mn** units per annum
- Over **71.4 Mn** units of renewable power is wheeled into our operations (Data centers, facilities, MSCs) in 3 states of Tamil Nadu, Karnataka and Maharashtra resulting in emission reduction of **585000 tonnes** CO₂ per annum



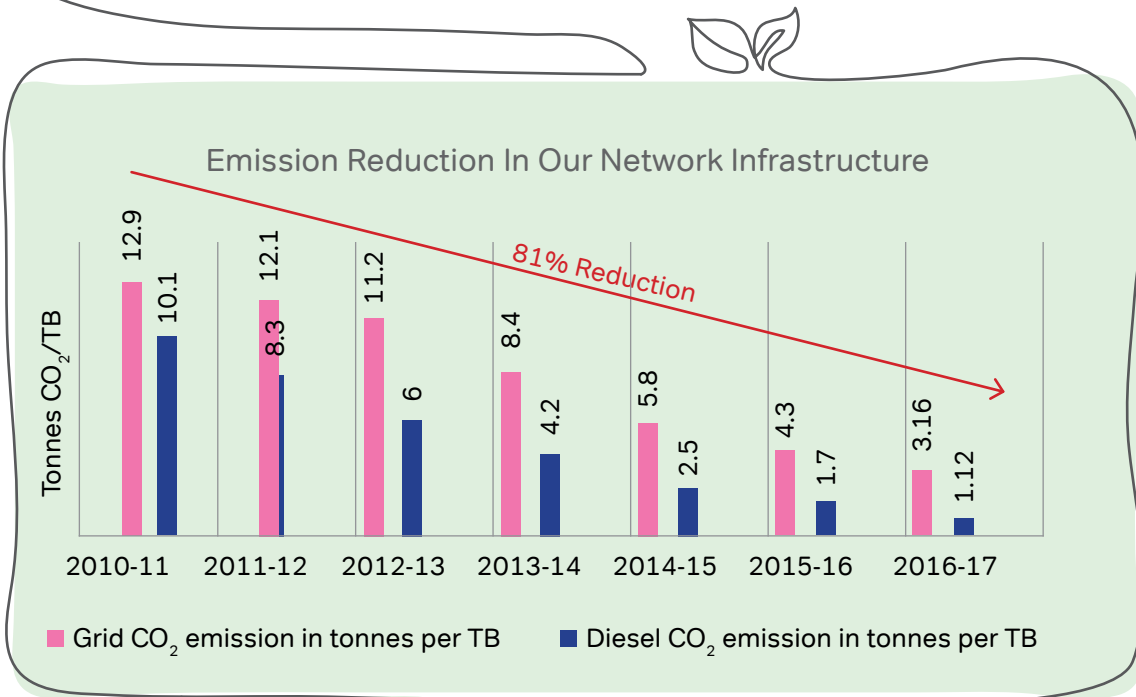
Eradicating Diesel from Our Switching Centers

Initiated in 2012 with India's largest solar rooftop deployment by any telecom company in Gangagunj switching center in Lucknow, we have shown steady progress in this area and deployed similar solutions in **17** switching centers across 9 Indian states with a total installed capacity of **1MWp** with a potential reduction of over **965 tonnes** of CO₂ per annum.



Creating an impact

Our sustained efforts in the sphere of acquiring green energy, achieving efficiency, reducing demand and innovating for clean energy solutions are evidently reflected in the emission reduction we have managed to achieve over time. The graph below shows a comparative analysis of the emission levels for the last seven years. With the adoption of newer, better technology making renewable energy more viable, this will decline progressively.



#

28.7% reduction in CO₂ emission per TB from last year

1.3 Mn Litres of diesel saved

81% reduction in CO₂ emission per TB since 2010-11

2

REDUCING THE CARBON FOOTPRINT IN OUR OPERATIONS



we, at airtel, always try and go the extra mile to preserve the environment. This involves constantly challenging ourselves to innovate, seek and adopt solutions for our energy-intensive infrastructure, enhance the efficiency of our facilities and data centres, and develop options to replace carbon-intensive energy sources.

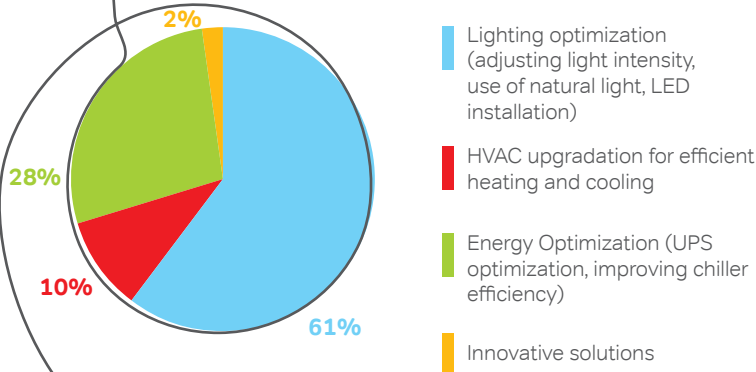
We have made considerable improvements in this direction and have implemented a number of initiatives over the years to reduce energy consumption and optimize resource utilization at our facilities and data centres.

Developing a Green Workplace

At Airtel, it is our constant endeavor to develop a “green workplace” by reducing our environment footprint through deployment of renewable energy solutions, optimizing resources and improving energy efficiency. Several initiatives were undertaken last year, some of which include:

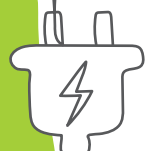
1. Lighting Optimization – energy efficient lighting depending on occupancy rates and light intensity levels needed for implementation of different tasks.
2. Retrofitting of old technologies with energy efficient technologies.
3. Energy optimization through UPS optimization, improving chiller efficiency, HVAC optimization by controlling heating/air conditioning.
4. Installation of innovative technologies including:
 - a. We are using Enisaver (Quasar Enviro) smart high-tech devices and energy efficient cooling systems for our offices. The Enisaver’s algorithm optimises the running of the compressor, without any alteration to the cooling comfort in the conditioned space and reduces energy spent by 15%-20%.
 - b. Installation of collective control system in lifts such as “Duplexor” to help in reducing power consumption by sing logic to dispatch nearest lift in the direction of travel.

KWH emission reduction



In FY 2016-17,
Our energy saving initiatives
have resulted in saving 1800
MWh units of electricity and
23% of reduction in CO₂
emission/ square feet.

Our reliance on diesel has
dropped to 15% of the total
electricity usage.





Towards Building Green

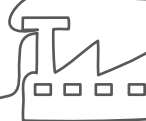
In a first-of-its-kind endeavor in India, we have installed a 100 KWp solar power plant at the Airtel Campus at Manesar which utilizes the car parking space for generating green energy. We see this as the beginning of many more such endeavors in the future.

Creating an impact

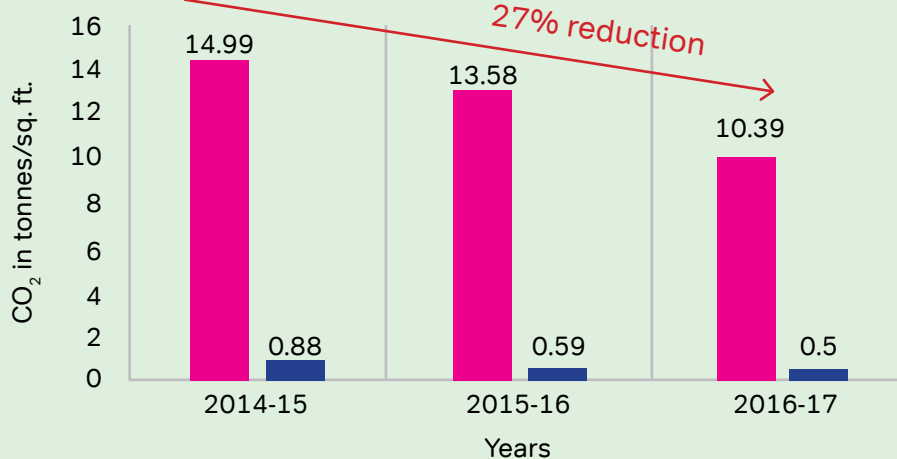
We have not only managed to reduce our reliability on diesel but have also cut down on our CO₂ emissions considerably as is evident by the trend in the last three years.

23% reduction in CO₂ emissions from energy per square feet

0.63% reduction in diesel emissions per square feet from FY 2015-16



Emission Trends For Our Facilities



■ Grid CO₂ emission in tonnes per sq. ft. ■ Diesel CO₂ emission in tonnes per sq. ft.



Creating Green Data Centers

Data centers are energy intensive, which drive us to develop green data centers that ensure that we operate in the most energy efficient manner. Across all our six data centres in India, we have implemented comprehensive energy conservation and efficiency programs through the following initiatives:

- **Energy usage optimization** which eradicates energy hot spots through UPS optimization, installation of power factor controllers and installation of precision air handling units
- **Cold Aisle containment** which lowers energy consumption and provides more efficient cooling
- **Installation of variable frequency drivers (VFD's)** which reduce motor speeds and consume less power when the system is running low
- Inclined towards **maintaining a power utilization efficiency (PUE)** of less than 2 to improve effectiveness across all data centers
- Sourcing **renewable wind energy** in 2 of our data centers

In FY 2016-17,

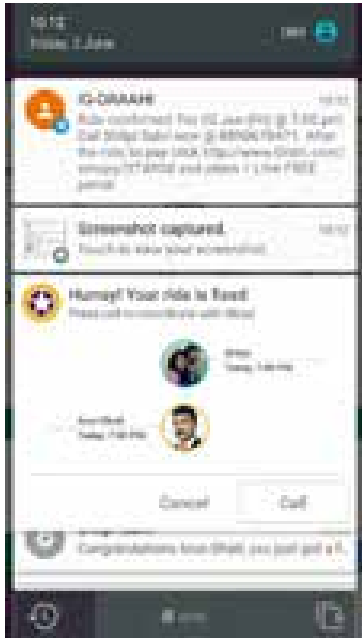
The carbon dioxide emissions per rack reduced by 9% as compared to the previous year, and 33% in the past 3 years.

Over 4.2 Million units sourced from renewable energy solutions

Around 25% reliance on diesel in all the data centres

Annual usage of diesel dropped by almost 2.8 Million litres as compared to 2012





Pool2Park Campaign

Started in 2016, the Pool2Park campaign was launched with the aim of reducing our employees carbon footprint. In partnership with Orahi, this initiative brought all those keen on carpooling, onto one platform through a diligently designed app, a dedicated helpdesk and an integrated payments system.

Over **185000** number of Kms shared

Over **18 Tonnes** of CO₂ emissions saved

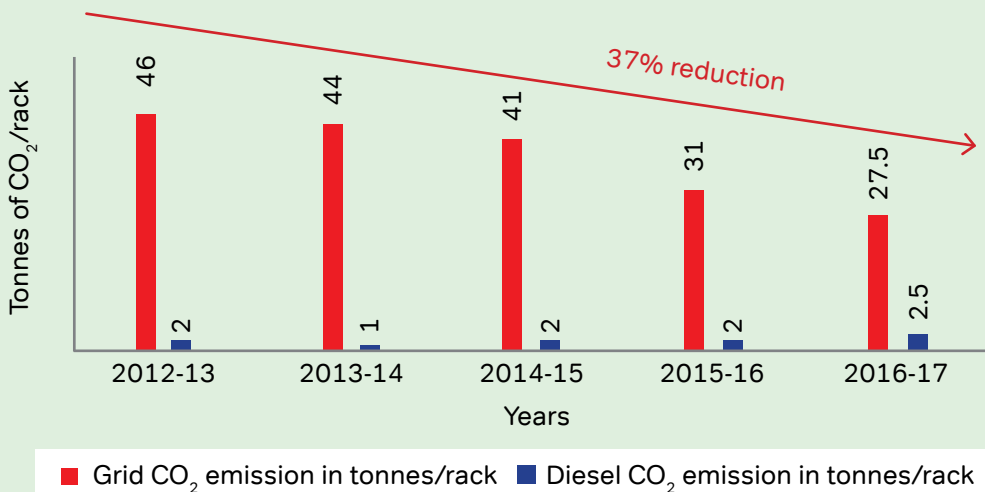


Creating an impact

While our reliance on diesel is already at a bare minimum, we have also managed to reduce our carbon emissions drastically in the last five years.

9% reduction in CO₂ emissions in tonnes per rack achieved this year

Emission Trends For Our Data Centers



3 RESOURCE AND WASTE OPTIMIZATION

as a leading company in the Telecommunication landscape, we ensure that we make a positive impact on the industry and the environment we operate in. This drives us to keep a sharp eye on our resources, waste generation and its disposal. Through innovative technologies, reusing and recycling, we have been able to cut down considerably on the waste generated. Apart from that, we also influence our partners and suppliers to reduce their environmental footprint and disclose the same publicly.

Moving Towards a Greener Paperless Future

We dream to have a future where paper would be history. In the mean time we have taken a series of initiatives that are stepping-stones towards making this dream a reality:

- **Encouraging electronic billing and online payment** methods in place of physical copies of bills and receipts. In FY 2016-17, we witnessed a **22%** increase in the number of customers that opted for paperless bills over FY 2015-16. This helped us save over **1289 Mn** sheets of paper since FY 2011-12. New connections sold with e-mail/e-bill options are also increasing and accounts to **56%** of total new postpaid connections.
- Airtel adopted an **Adhaar based instant** verification process, which is secure and will eliminate paperwork.
- **Automated queue-management-based printing solutions** and automated intra-office approval processes for helping reduce paper consumption.
- Promoting **recycling of used paper** in our facilities. In FY 2016-17, **191 tonnes** of paper was used, of which **27%** was recycled through our partners. Blue bins have been installed to maximize collection in offices.

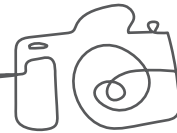




Water Sustenance

Water management is not a material issue for us being a telecommunication services industry where water is used only in our facilities for domestic purposes. However various initiatives were undertaken last year to conserve and recycle water, some of which include:

- All our facilities are equipped to reduce water consumption and augment rainwater harvesting wherever feasible, as well as minimize waste generation, and maximize reusing and recycling.
- We have installed efficient water fixtures, sensors and retrofitted water fixtures with aerators and float adjustments to reduce water utilization.
- Sewage Treatment Plants (STPs) are installed in facilities for handling domestic waste water, which is recycled for use in HVAC cooling towers, washroom flushing and gardening.

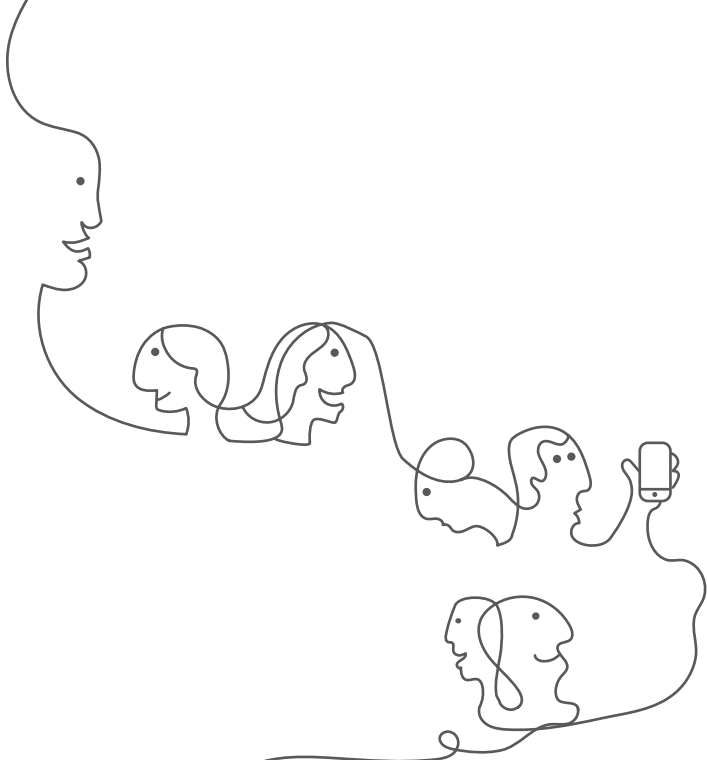


Electronic Waste Management

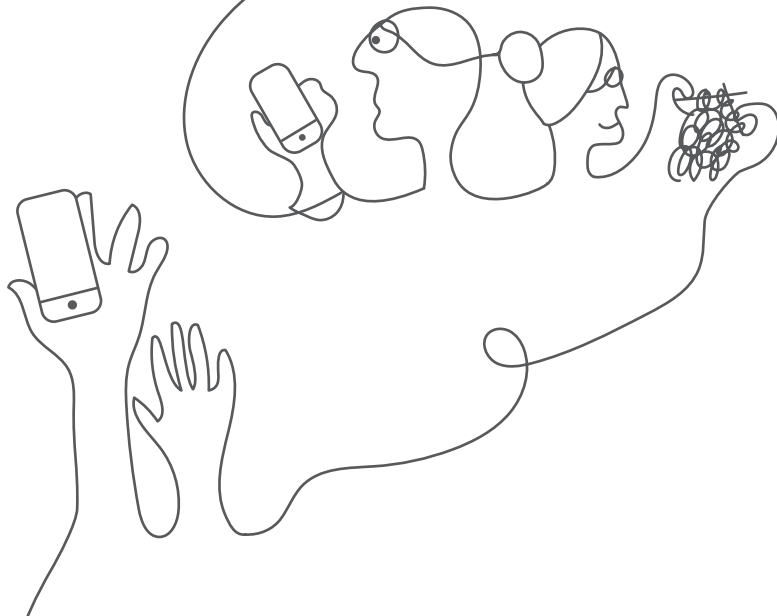
At Airtel, the e-waste generated from technology upgradation, capacity augmentation and others, is traced end-to-end, handled and recycled as per the Waste Electrical and Electronic Equipment (WEEE) guidelines.

The waste collected at the warehouse is segregated and dismantled further to be recycled and in some cases, recovered using chemical processes. The batch of waste is scavenged and swapped to revive working parts, ensuring reusability and inter-operability, hence, minimising the waste generated. All the non-reusable hazardous waste including lead batteries are disposed through authorised recyclers, who have acquired the requisite clearance from the Central/State Pollution Control Board/s. In FY 2016-17, over **2400 tonnes** of e-waste from IT and network infrastructure was responsibly recycled through our authorised partners. In a drive to reuse waste, over **500000 DTH units** were refurbished from our India operations.





win
with
people



Highlights FY 2016-17

17491 number of employees

32.8% of employees under the age of 30

Over **4800** employees donated a total of INR **3.84 Mn** to Bharti Foundation for their school program

Around **40%** female representation in our Young Leaders intake

82% of the employees Code of Conduct certified in FY 2016

Over **76%** internal succession rate in middle and senior management

98% India based partners and **65%** of local procurement by value

53 average man hours of training provided per employee



Creating an inclusive and diverse workforce

Developing a safe, healthy and ethical work culture

Building a high performance culture through embedding the Talent First Strategy

Our Focus Areas

Build enduring partner relationships

at airtel, we believe that **our talent is the single biggest differentiator** that has made us the market leader in India and catapulted us to become the third largest mobile provider in the world, with more than 372 million customers globally.

Our values of being Alive, Inclusive and Respectful, drive the essence of our manner of existence and functioning, the core ingredients of which are service, integrity, trust, teamwork and accountability. These create an environment for the individual, a win-win situation, where not only does he/she prosper and grow as an individual but also drives the vision and mission of the organization.

EMBEDDING OUR CULTURE AND OUR VALUES

Our Culture – customers at the heart of everything we do

At Airtel, we believe that our success is a reflection of our culture - we put customers at the heart of everything we do. Our vision is to enrich the lives of our customers and our obsession is to 'win customers for life'. We act with passion, energy and a 'can do' attitude to help customers realize their dreams. We take pride in our entrepreneurial spirit - if it can't be done, we will find a way!

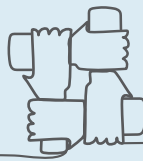
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airtel

Our Values that define who we are -



ALIVE

Alive to the needs of our customers



INCLUSIVE

Champion diversity by keeping an open mind and embracing change.



RESPECTFUL

Act with humility, always be open and honest, to achieve mutual respect.

Our Competencies that define how we work –

Drive Execution Excellence

Build Teams, Develop Talent & Self

Build Collaborative Relationships

Focus on the Customer

Be Entrepreneurial

Our Code of Conduct –

Bharti Airtel is committed to achieving the highest principles of integrity and ethics. Its Code of Conduct (Code) outlines the Company's expected standards of ethical conduct and behaviour. Bharti's core values represent mutual respect, trust and personal growth for all.

Our culture, together with our values, competencies and Code of Conduct, is the glue that binds our people, and creates lasting and happy relationships within Airtel, and with millions of our customers.

BUILDING A HIGH PERFORMANCE CULTURE BY EMBEDDING THE TALENT FIRST STRATEGY

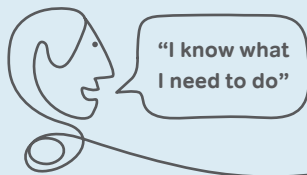
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"win with people" is one of the key business priorities for the past couple of years. This strategy focuses at deeply embedding "talent first" to build a high performance culture, capabilities and processes to help people deliver and grow, and develop cross functional expertise.

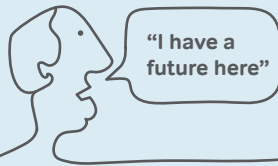
OUR TALENT FIRST AGENDA

Create a high performance culture through embedding Talent First

Clarity on how each employee contributes through sharply defined 3+1s



Clarity and transparency on career paths that gives confidence on

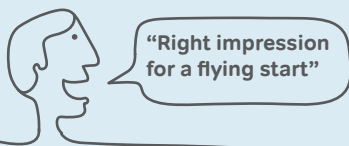


Smart organization design with enhanced roles, wider spans and cross-functional collaboration that makes



Grow talent through strong learning, mentoring and succession planning

Structured induction programs for new joiners centred around our values, culture and business that create the



Iconic learning programs covering functional expertise, leadership and business insight



Leaders and Talent Councils responsible for identifying and developing future leaders making

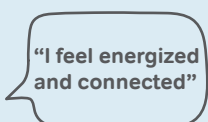


Women are increasingly taking up leadership roles in Airtel and becoming role models for others. Culture and policies that promote



...that is driven by three enablers...

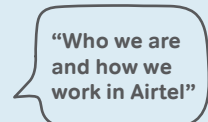
Motivating employee experience through engagement, energized workplace and seamless collaboration



Top notch branding on campus and social media that projects



Deeply embed our values and culture that define



CREATING A CULTURE OF PERFORMANCE EXCELLENCE



“I know what I need to do”

With the aim of creating a culture of high performance excellence, our integrated Talent and Performance Management process was launched with the following key tenets:

- To establish a process of **“One view of Talent”** which is co-owned by all leaders
- To ensure sharper **talent segmentation**
- To **design segmented strategies** to develop people and prepare a strong leadership pipeline
- To ensure **robust succession planning** for critical positions

Our talent and performance management process marked a paradigm shift in the way talent was reviewed and engaged at Airtel. The process made the employee the focal point of all activities. No longer was the performance assessment process limited to the performance dialogue and the distribution of annual rewards. The process involved other cornerstones of a holistic dialogue in addition to the performance discussion – an employee’s development and career conversation.



BUILDING AN ENGAGED WORKFORCE

“I feel energized and connected”

At Airtel, we believe in creating an environment where our employees experience a feeling of belonging, “I feel energized and connected” through:

- 1. Deliver on employee experience** - Delivering on employee experience by ensuring a delightful on-boarding experience, access to HR SPOCs and self-enabled platforms which guide the employee in every aspect of the job
- 2. Build a strong connect** - Creating motivating and moving employee experiences through regular connect with leaders, increasing employee engagement and creating more opportunities for rewards and recognition
- 3. Foster seamless collaboration** - Creating communities of interest internally by leveraging technology, mobile apps etc.

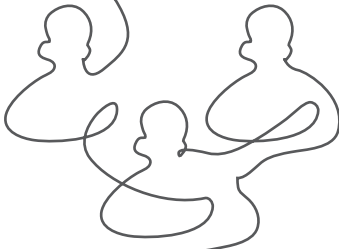
1. Deliver on employee experience



Connecting through Hive

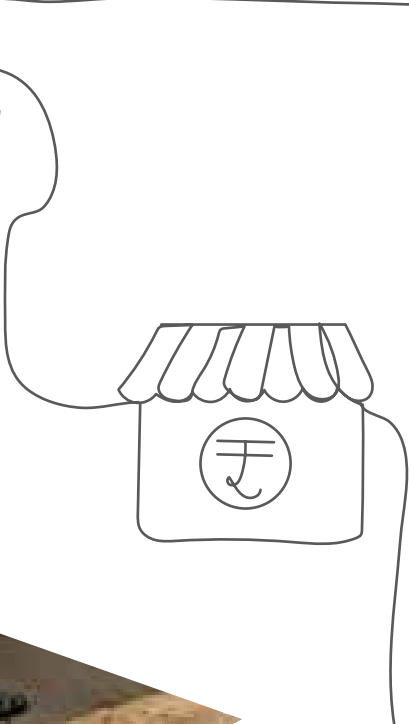
Airtel also implemented ‘HR on Cloud’, a state-of-the-art HR system from Oracle, which enables the Company to manage all people processes seamlessly. Its best people practices are hard-coded and all employees have been empowered with easy-to-use tools that are personalized, digital and social, delivering insights across the entire employee lifecycle. Airtel’s successful launch of one global instance, of this system, across 17 countries in one stroke was appreciated at the Oracle Open World India Conference.

2. Build a strong Connect



Kudos at workplace

Kudos is a core recognition program that focuses on building and driving a culture of recognition, across the various circles, function as well as peer recognition, to celebrate stellar efforts and exemplary performance. The program is based on the concept of recognition amongst employees through reward points which can either be accumulated or redeemed by the recipient employees. A wide range of products are available on the portal for redemption of the points. In the FY 16-17, 13360 Kudos points were distributed and 6963 unique employees were recognized (39% employees)



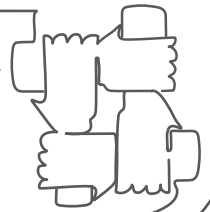
3. Foster Seamless Collaboration



Listening to our employees

Launched in 2016, Mood-o-meter is a mobile based app which serves as a platform to share employee views about Airtel. The app gives employees an option to provide feedback on-the-go which is in turn used to create a better working environment. In addition to this, the responses from employees also captures the relevance of learning and development goals to the career path identified and provides a feedback to the organization about its managers and the quality of counselling and mentoring.

Closely knit around our four HR key pillars of “I know what I need to do”, “I am confident of delivering”, “I have a future here” & “I feel energized & connected”, the Air Pulse survey our employee engagement survey, was conducted in FY 2016-17, the survey achieved over **84%** response rate and an engagement score of **79%**.



BUILDING TRANSPARENCY ON CAREER PATH

“I have a future here”

With an aim to create a culture of ownership, a mindset for self's career and to communicate the various opportunities available across Airtel, quarterly career fairs are conducted for a week across locations. Some of the key activities during these events involve:

- **Sessions by the Airtel leadership** including candid individual talks by the leadership led by the CEO in addition to panel discussions with groups of other Airtel Management Board members
- **External speakers** and motivational trainers
- **Fireside chats** led by domain experts and functional leaders in smaller groups for employees to have informal tête-à-têtes and explore opportunities
- **Career kiosks** which run through the week around opportunities to internally upskill yourself and opportunities to internally move within the organization



Aspire

For a great future in Airtel with a multitude of opportunities



Invest

In yourself by learning & up skilling on required competencies



Move

By acting on opportunities available across functions



To enable employees to take ownership of their future in Airtel, a career week was organized in 16 locations pan India and reached out to more than 8000 Airtel employees.

BUILDING A LEARNING ORGANIZATION

“I am confident of delivering”

Learning and development is always an ongoing process. And we at Airtel, try to achieve that with the 70:20:10 principle.

70:20:10 stands for 70% on the job development, 20% cross-functional exposure, and 10% academic and theoretical training programs. Learning and development at Airtel begins with instilling confidence in employees, developing faith in one's own ability, and embedding the belief that they can create a future with us, here. The key tenets include:

- **Enable employees to plan** their own learning calendar and development agenda through the Learning Management System, iLearn with exciting e-Learning, leader videos and mobile-ready content
- **Ensure functional excellence** and leadership development by designing iconic programs tied to Airtel leadership as well as the functional competencies in our journey to create well rounded leaders
- **Groom for leadership roles** by building general management exposure through Airtel “business track” learning (business simulation, live case studies from Airtel). Encourage cross-functional participation and learnings
- **Plan learning interventions** aligned to the 70:20:10 framework of learning which include on the job projects, mentoring of senior leaders, classroom sessions and e-Learnings



All Round Development Aimed at Success

Holistic development of the workforce guides a wholesome growth of the organization. Keeping this in mind, we have formulated an employee development strategy with three important aspects - Functional, Behavioral and Leadership.

Leadership

Specific focus on developing different aspects of leadership at higher management levels.

- First Time Managers
- Manager of Managers
- Leadership Development
- Enterprise Leaders

Interventions – **25**

Training hours - **4519**

Functional

Aimed at building capabilities that raise functional excellence.

- Induction
- Academies
- Functional knowledge/skill building
- Partnering tracks and SME tracks

Interventions – **194**

Training hours - **672326**

Behavioral

Targeted towards developing Airtel competencies and skills required towards enhancing self and building social awareness.

- Self & Social Awareness
- Ownership & Accountability
- Impact and Influence
- Problem solving and analytical skills
- Decision making
- Innovation
- Collaborative Relationships

Interventions – **152**

Training hours - **258427**



Transforming learning and development through digitization

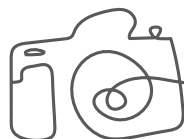
Airtel has a strong focus on leveraging technology to move towards a new way of learning that's concise, allows learning on the go and at a person's own pace, and can be revisited, as and when required. A repository for all user training related information, i-Learn helps to facilitate a healthy and useful learning experience for our employees. Our partnership with Lynda and Harvard has provided our employees access to 2000+ high quality courses that they are free to take. Currently i-learn houses 233 customised online courses including 20 courses developed by Harvard faculty, 15 "nugget" courses developed inhouse for bite size learning and over 160 courses designed for enhancing personal effectiveness

Over **370** training Interventions

935272 manhours of training delivered in FY 2016-17

Each employee received an average of **53** hours of training

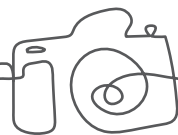
Over **₹ 5000** invested in training and development per employee



Nurturing continuous learning through Gurucool

Gurucool is an initiative which aims at creating an environment of continuous learning through frequent knowledge sharing within the team on topical and upcoming technology practice areas. The underlying thought behind this program is to harness peer to peer learning which we believe is an efficient and cost effective way of increasing skills and knowledge while simultaneously fostering collaboration and cross-vertical appreciation.





Promoting functional trainings at Circle offices

Training and career development is vital at Airtel. Keeping this in mind, the 'Brass Tacks' programme, a three-phase cross functional module aims at building the fundamentals of Distribution, Marketing, Network and Finance among our employees.



Nurturing leaders for tomorrow- Young Leaders Program

The Young Leaders Program is a 12 month structured program for young recruits from premium B-schools. Established in 2001, the program is aimed at creating a pool of business leaders for tomorrow, who are mentored under the direct ownership of Airtel Management Board. The young leaders get an opportunity to interact with senior leaders and learn from them.

The program exposes young leaders to different aspects of the organization through various stints like Functional Stint, Cross Functional Stint, Global Stint and Corporate Social Responsibility. At the end of the program, these young minds are ready to make the transition from B-schools to leadership roles.

In the year 2016, 53 recruits were chosen as Young Leaders of which 20 were women. The functions covered under the program included General Management, Finance, Human Resources and Supply Chain Management.

Higher Education for Better Capabilities

Consistent skill and knowledge acquisition is at the core of a thriving, competent workforce. Committed and invested to this end, we at Airtel encourage employees to identify and pursue relevant academic opportunities for their function, through the “Continuing Education Policy”(CEP). CEP adds value to their existing skill sets, and also greatly enhances their competency for future roles with us.

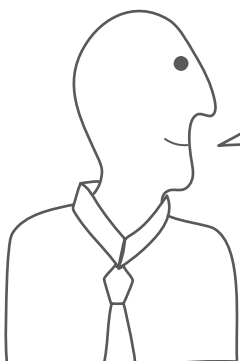
Employee-Manager discussions are central to identifying development areas. Airtel’s learning management system recommends courses based on the development areas, thus identified. Employees can choose from varied options like part-time educational courses, distance courses, weekend diploma/degree courses or professional certifications. Airtel supports the education by supporting up to 75% of tuition fee including the travel and accommodation costs




Corporate Course Book Development

‘Role Certifications’, an online module of development interventions to equip employees with the capability and skill set to tackle present and future career challenges and roles. The certifications curriculum is available to all employees as a compiled set of e-learning interventions such as on-the-job projects, relevant videos, TED Talks, and book/movie lists that employees should read or watch!






“SUCCESSION PLANNING, A WAY OF LIFE AT AIRTEL”



Making leaders accountable for talent development. Encouraging leaders to take bets on young talent and supporting them with necessary mentoring



Tracking Development Action Plans (DAPs) for identified successors and ensuring iconic L&D interventions, on-the-job experiences, exposure, coaching etc.



Conducting regular succession for critical roles and succession planning through the year, not just at the year end



Having a ready talent pipeline for some of our critical roles



In FY 2016-17, we had an internal succession rate of over **76%** in middle and senior management



2

CREATING AN INCLUSIVE AND DIVERSE WORKFORCE



“Airtel is for everyone .. we champion diversity recognizing the breadth and depth of the communities we serve in ...”

at airtel, we believe that a diverse environment enhances innovation, productivity, and creativity and is vital to our success. With this in mind, Airtel has always consciously adopted a policy of equal opportunity for all people related activities, be it recruitment, selection, career planning, or growth. We are an equal opportunity employer and are secular and non-partisan in our practices relating to people and consciously work at ensuring that airtel represents a truly global and multi-cultural organization – the very essence of diversity.

Over the years various initiatives were undertaken to promote diversity some of which include mentorship programs, talent acquisition partner reward program, KPI's around diversity as part of talent management strategy and other welfare programs such as celebrating diversity day, day-care facilities, flexible work timing options and sabbatical programs.



With a focus towards promoting gender diversity, “WE- Women Empowered” has been developed this year which is based on an over-arching theme of:

Aspire to achieve more **Believe** in oneself and **Coached** to achieve!

The various interventions undertaken this year under the “WE” initiative include

WE SENSE – Gender sensitization workshop for all people managers to inculcate the mindset of diversity and inclusion

WE LEAD – An engaging platform with a series of monthly sessions crafted to provide an opportunity to meet distinguished leaders including CXOs, women entrepreneurs et al across industries, to hear their stories, learn from their experiences and thus be inspired to aspire to achieve more themselves.

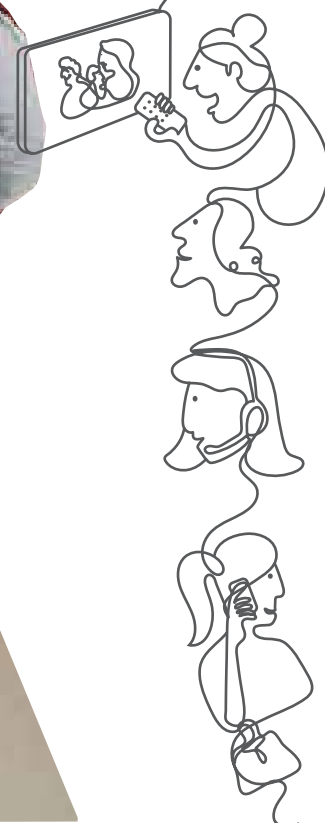
WE MENTORSHIP– A focused mentorship program for middle and senior level talent that encourages women employees to identify their development areas and accordingly be mentored by senior leaders in the company

WE CHIT CHAT – An online portal that enables women employees with an option to formally reach out and choose a leader as their mentor and get guidance on areas they want support. The portal enables conversations in the form of a chat that is confidential between the mentor and mentee.

WE UNWIND - Informal coffee sessions with top leaders of the company

WE ACHIEVE - An initiative to recognize and award talent to women employees for their professional accomplishments that have had a positive and significant business impact.

WE THOUGHT LEADERSHIP- An initiative to inspire women employees to become thought leaders in a domain of their choice, share their stories that can inspire fellow women colleagues to achieve more themselves.



Inclusion of the differently-abled

At Airtel, we ensure that we are inclusive even towards the physically disabled. Despite initial challenges, our hiring managers have made every effort to include the differently-abled into their teams. We are working towards making our offices accessible and inclusive for all.

Today, we have around **170** specially abled employees working with us.



1520 women employed with us representing **8%** of our workforce.

37.7% female representation in our young leaders intake

Nearly **12.6%** of the new hires in FY 16-17 were women



DEVELOPING A SAFE, HEALTHY AND ETHICAL WORK CULTURE

our aspiration is a zero injury/accident workplace. Our commitment to health and safety is driven by the stringent workplace health and safety policies that provide a comprehensive framework for ensuring a safe and incident-free workplace, effective investment in health promotion and disease prevention activities at all levels of the business. To ensure occupational health and safety throughout our operations, a dedicated safety team, led by a Safety Officer, was set up to monitor and maintain safe, healthy and injury-free working conditions.

Our policies towards a safe and healthy workplace



HIV/AIDS Policy



Domestic Travel Safety and Security Policy



Workplace Safety Policy



Parental Leave Policy



Health Safety and Environment Policy



Health Insurance Policy



Regular Health Checkup Policy



Policy for Safety of Women



Driving regular health checkups

To promote a culture of undergoing periodic comprehensive health checkups and taking preventive measures, Airtel sponsors periodic health checkups basis the age of the employee and at a subsidized rate for the family members.

Airtel has always lived by strong values of respect, laid by its Code of Conduct, for our customers, employees and business associates. Each employee plays a significant role in maintaining the core value of the organisation by adhering to the Code in letter and spirit that ensures the company's sustained growth. Airtel's zero tolerance approach towards compliance violation reinforces integrity in every business action by its employees. A mandatory annual e-learning module and subsequent certification, acquaints employees with Bharti's Code of Conduct guidelines and also demonstrates scenarios on

"How to proceed when faced with an ethical dilemma".

Identification of breaches of CoC, misdemeanor and subsequent penalty to offenders is carried out by the office of Ombudsperson and Consequence Management Policies. The Consequence Management Policy prescribes actions in cases of violation of the Code of Conduct, policies and guidelines and financial impropriety including bribery, corruption, misreporting and non-reporting of critical information while the Ombudsperson investigates and takes action in case of any grievances pertaining to Company's/ individual's conduct.



Prioritizing women' safety

Women's safety is prime focus area and an inherent part of our responsibility towards our employees. In 2016-17, we reinforced our commitment to this important task with several initiatives, including:

- Dedicated women safety policy that details various safety guidelines including safe and flexible early morning or late night outstation travel along with the provision of safe and guarded accommodation.
- Assurance of on premise and preferential parking spots to women across all locations.
- Provision of a security escort and cab service for women travelling beyond 8 pm upon their request and regular shuttle service to and from metro stations, where applicable.
- Regular communication on safety and security related issues/concerns
- Execution of self-defense programs in offices

Over **13500** employees underwent safety training in FY 2016-17.

82% of the employees have undergone annual CoC Certification.

No complaints received by Ombudsman office for child labour, forced labour or discriminatory employment during the year.

During 2016-17, **13** allegations of bribe/kickbacks were received and investigations were completed and appropriate actions were under taken as per Consequence Management Policy.

BUILDING ENDURING PARTNER RELATIONSHIPS

recognizing the interdependence between processes and partnerships, we establish unique partnerships with suppliers to explore superior technology, develop innovative services and deliver improved customer services. Our business strategy revolves around fostering mutually beneficial relationships for a common sustainable goal and partnering with the best. In order to boost the socio-economic structure of the country, we encourage sourcing from within the region's economy. Our partners pass through a rigorous procedure to ensure their compliance with the highest standards, regulations and guidelines. Continuous online surveys with our partners help us identify areas that have a scope for improvement and take required action. Partners that display great commitment receive benefits that enable them to grow.

We engage with partners through various touch points. Some of which include:



- **Partner World**, Airtel's online portal that allows its supply chain professionals to share information, interact/collaborate, and ultimately form closer relationships with Bharti Airtel's external supply base. The Supplier Portal provides "Instant access to information by anyone from anywhere in the world", our end to end partner management.
- **Annual partnership** events provide opportunities for our pan India partners to interact with the top management of Bharti Airtel and enable us to communicate our vision, mission, performance and business plans. Apart from these, regular engagement meetings are held to frequently discuss trends and analysis, product innovation and technology roadmap.
- Airtel handles **partner grievances** through the Supply Chain Council comprising of senior members of the supply chain function and issues related to ethics and integrity are handled as per the Ombudsman process drafted in the Bharti Airtel Code of Conduct.

Bolstering a sustainable supply chain

- Airtel is committed to creating an ethical supply chain. We are driven and motivated in partnering with suppliers that have sustainable practices in place.
- Our partner selection is governed by rigorous principles of transparency, honesty, equal opportunity, fairness and confidentiality and environmental management. We scan our new suppliers across a range of key areas including human rights, governance, data privacy, security as well as workplace safety and health.
- Suppliers with certifications for high standards in their area of expertise are preferred during the screening process.

Achievement of management certifications including TL9000, ISO 9001, ISO27001, ISO 14001, OHSAS18001 and RoHS are given preference. Suppliers seeking the above certifications are assisted in undergoing a certification program within a defined period. Our Business Standards of conduct also mandate our suppliers to adhere to areas such as compliance with applicable laws, ethical competition, non-discrimination against employees, prohibition of child and forced labour, safe working conditions, compliance with environmental laws, accuracy of financial records, and avoidance of conflicts of interest.



As of 31st March 2017,

We worked with over **64000** partners across the value chain

98% of the partners we worked with are based in India and **65%** of the sourcing in terms of value was undertaken with them



ENGAGING WITH OUR DISTRIBUTORS AND CHANNEL PARTNERS

airtel is dedicated in ensuring our channel partners that constitute our distribution network feel empowered and part of the Airtel family. Our engagement programs such as Navratna, Anmol Ratna and Yuva Ratna revolve around creating transparency, engaging them and giving them ample opportunities for our partners to grow. Incentives in the form of Airtel currency are provided on quarterly basis to partners showing great commitment. Airtel is also focusing on enabling our partners through a number digital interventions. Mobile applications namely MITRA and Revenue application have been launched in 2016 to help retailers and feet-on-street executives respectively to get real-time information on their daily queries, billings and provides recommendations to optimize their performance.

Some of the benefits provided to our channel partners include the following:

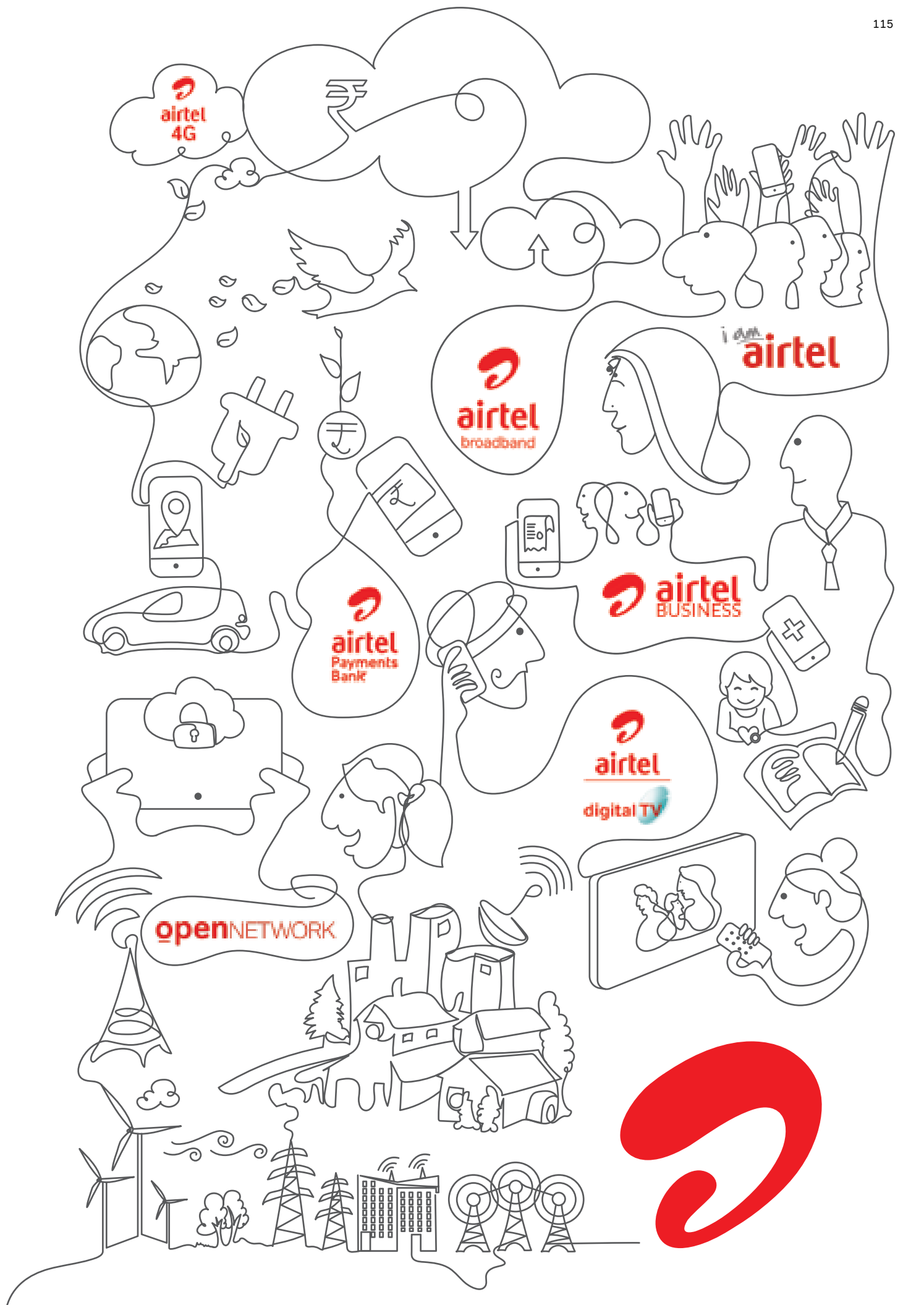
- **Airtel Self Care Module**, an online platform, that empowers our partners to raise their issues in a fast and convenient manner
- **Accidental insurance** cover of ₹ 500000 is provided to all our partners and their executives to aide them in turbulent times
- **Around 1300 scholarships** worth ₹ 15 Mn given last year to the children of our channel partners and top retailers.



On the occasion of Women's Day, over 290 women distributors across India were given a special gift hamper including a personalized message from the CEO. A grievance redressal module, exclusively for women was also launched on Anmol Ratna's portal.



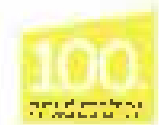
Distributors of Bharti Airtel were honored as Chief Guests during the Republic Day parade at Satya Bharti Schools of Bharti Foundation under our distributor engagement program, Anmol Ratna.





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Independent Assurance Statement

CEO and the Management
Bharti Airtel Limited
Gurgaon, Haryana, India

Ernst & Young LLP (EY) was engaged by Bharti Airtel Limited (the Company), to provide independent assurance for the Company's sustainability performance during the period 1st April 2016 to 31st March 2017 (presented in its Sustainability Report 2017 (the Report)).

The Company has referred to Global Reporting Initiative (GRI) Guidelines (2013) while drafting the Report. The disclosure of all the Report's content and presentation is the sole responsibility of the management of the Company. EY's responsibility as agreed with the management of the Company is to provide independent assurance on the report content as described in the scope of assurance. Our responsibility in performing our assurance activities is to the management of the Company only and is not to be taken with the users of information agreed with the Company. We do not have the access or assume any responsibility for any other program or for any other person or organization. Any dependence that any stakeholder party may place on the report is solely at its own risk. The assurance report should not be taken as a basis for evaluating the Company's overall performance or for the aspects mentioned in the scope below.

Assurance standard

Our assurance is in accordance with International Federation of Accountants' International Standards for Assurance Engagements (Other than Audits or Reviews of Historical Financial Information) (ISAE 3000) for limited assurance and also refers to Type: Moderate level assurance of accountability Assurance Standard AA 1000 AS (2008).

Scope of assurance and methodology

The scope of our work for this assurance engagement was limited to review of information pertaining to environmental and social performance for the period 1st April 2016 to 31st March 2017 presented in Sustainability Report 2017. This included, but is not limited to, review and verification of data collection, measurement methodology and general review of the logic of inclusion, relevance of the primary relevant information and its disclosure as stated in:

- Review of consistency of data information with the report as well as between the report and source
- Evaluation of the audit trail of claims and data sources, on a selective test basis, to determine the level of accuracy in its claims, transcription and aggregation. Corporate office at Gurgaon was visited for this purpose
- Review of the Company's plans, policies and practices, pertaining to their social, environmental and sustainable development, so as to be able to make comments on the fairness of sustainability report.

Limitations of our engagement

The assurance was limited to:

- Global information outside the EY firm operating period (1st April 2016 to 31st March 2017).
- Review of the business performance indicators included in the Report where we have been informed by the Company are derived from the Company's audited financial statements.
- The Company's STATEMENTS that describe expansion of its business to other geographical regions, expansion of its future initiatives.

Our assurance team and independence

Our assurance team, consisting of independent professional, was drawn from our Climate Change and Sustainability network and individuals with no relationships with various holding and/or regional companies. As an

assurance provider, EY is required to comply with the independence requirements set out in International Federation of Accountants (IFAC) Code of Ethics for Professional Accountants. EY's independence policies and procedures ensure compliance with the Code.

Observations and opportunities for improvement

During our review process, we observed that:

- The Company has demonstrated a structured approach towards data management for sustainability performance reporting.
- The Company may further improve on the practices of data monitoring, data completeness, disclosure relevance, of sustainability data management systems and further strengthen internal review of sustainability performance data w.r. scope and boundary of reporting.

Conclusion

On the basis of our procedures for this limited assurance, nothing has come to our attention that causes us not to believe that the Company has reported on sustainability issues relevant to its business and its identified stakeholders.

On the principles of AA1000AS (2008), our conclusions are:

- **Inclusivity:** We did not come across any finding which causes us to believe that the Company does not have appropriate mechanism to apply the principle of inclusivity in engaging with the key stakeholders/groups.
- **Materiality:** The Company has identified key issues material to its sustainability performance and described the process for materiality analysis in the Sustainability Report. Nothing has come to our attention that causes us to believe that material issues as identified have been excluded from sustainability reporting by the Company.
- **Reasonableness:** Nothing has come to our attention that would lead us to conclude that the Company has not applied the independence principle for engaging with its stakeholders on material aspects covering its sustainability performance.

For Ernst & Young LLP



Charanya Kalra
Partner

Dated: 31st July, 2017

Place: Mumbai



AA1000

LICENSED ASSURANCE PROVIDER
30043

GLOBAL REPORTING INITIATIVE (GRI) INDEX

Item	Description	Reference	Section reference
Strategy & Analysis			
G4-1	Statement from Group CEO	SR and AR	CEO's Message
Organisational Profile			
G4-3	Name of the organisation	SR	Overview
G4-4	Primary brands, products, and/or services	SR	Overview
G4-5	Location of headquarters	SR	Overview
G4-6	Countries of operation	AR	Corporate Overview
G4-7	Nature of ownership and legal form	AR	Corporate Overview
G4-8	Markets served	AR	Corporate Overview
G4-9	Scale of the organisation	AR	Corporate Overview
G4-10	Size of workforce	SR and AR	Overview
G4-11	Employees covered by collective bargaining agreements	NA	NA
G4-12	Organisation's supply chain	SR	Overview
G4-13	Change in organisation's size, structure, ownership, or its supply chain	No change	-
G4-14	How precautionary approach is addressed	SR and AR	Board's Report/ BRR
G4-15	Externally developed charters, principles, or other initiatives to which the organisation subscribes	AR	BRR
G4-16	Membership of associations and advocacy organisations	AR	BRR
Identified Material Aspects and Boundaries			
G4-17	Entities included in the organisation's consolidated financial statements	SR and AR	Overview & BRR
G4-18	Process for defining the report content and the aspect boundaries	SR	Overview
G4-19	List of identified material aspects	SR	Embedding Sustainability
G4-20	Aspect boundary of material aspect within the organisation	SR	Overview
G4-21	Aspect boundary of material aspect outside the organisation	AR	Ref. Corporate Overview
G4-22	Restatement of information	SR	Overview
G4-23	Significant change from previous reporting periods in the scope and aspect boundaries	Few aspects includes BAL and entities under its direct operation control, unless mentioned	Overview
Stakeholder Engagement			
G4-24	List of stakeholder groups engaged	SR	Embedding Sustainability
G4-25	Basis for identification and selection of stakeholders with whom to engage	SR	Embedding Sustainability
G4-26	Approach to stakeholder's engagement	SR	Embedding Sustainability
G4-27	Key topics and concerns raised through stakeholder engagement	SR	Embedding Sustainability
Report Profile			
G4-28	Reporting period	SR	Overview
G4-29	Date of most recent previous report	Website	-
G4-30	Reporting cycle	SR	Overview
G4-31	Contact point for questions regarding the report or its contents	SR	Back cover page
G4-32	GRI content index	SR	GRI Index
G4-33	External assurance	SR	Independent Assurance Statement
Governance			
G4-34	Governance structure	AR	Report on Corporate Governance
Ethics and Integrity			
G4-56	Values, principles, ethics and standards	SR	Overview

ASPECT - INDICATOR MAPPING

Material Issue	Aspect	Indicators	Section reference
Report Profile			
Energy, Climate Change and Resource Optimization	Energy	DMA	Protecting Our Planet
		EN6	
		EN7	
	Emissions	DMA	
		EN 15	
		EN16	
		EN 17	
		EN18	
		EN19	
		EN23	
Effluents and waste	DMA		
Products and services	DMA	Sustainable Community Development	
	EN27		
Local communities	DMA	Sustainable Community Development	
	SO1		
Community Development and Digital Inclusion	Economic performance	DMA	Overview
		EC1	
	Indirect economic impacts	DMA	
		EC7	
		EC 8	

ASPECT - INDICATOR MAPPING

Material Issue	Aspect	Indicators	Section reference
Report Profile			
Customer Experience and Satisfaction	Customer Health and Safety	DMA	Enhancing Customers' Experience
		PR1	
	Product and Service Labelling	DMA	
PR5			
Employee Development and Engagement	Product and Service Labelling	DMA	Empowering People
		PR5	
	Employment	DMA	
		LA1	
		LA2	
	Training and Education	DMA	
		LA9	
		LA 10	
	Diversity and equal opportunity	DMA	
LA12			
Procurement practices	DMA		
		EC 9	



Bharti Airtel Limited
Regd. Off.:

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