

2024 Frost & Sullivan Institute Enlightened Growth Leadership Best Practices Recognition



FROST & SULLIVAN
BEST PRACTICES
AWARDS

Bharti Airtel Limited



Congratulations!

Frost & Sullivan Institute, in partnership with Frost & Sullivan, is proud to present Bharti Airtel Limited with the Enlightened Growth Leadership Best Practices Recognition.

Frost & Sullivan's global team of growth pipeline experts continuously identifies and evaluates growth opportunities across multiple industries, technologies, and regions of the world. As the world emerges into the new norm disrupted and accelerated by the COVID-19 pandemic, it is becoming increasingly important for companies to leverage opportunities to shed old ways of thinking, build value chains that leave no stakeholders behind, and create foundations for stable growth to thrive in these new environments. We identify companies that demonstrate the commitment to embrace emerging technologies and protocols and generate opportunities for all while sustaining continued growth and highlighting best practices for sustainable development. This approach involves deep strategic deliberation around best practices and the development of core analytics across the entire value chain of specific products and services. Against the backdrop of these analytics, Frost & Sullivan Institute, in partnership with Frost & Sullivan, recognizes Bharti Airtel Limited for its valuable achievement.

Frost & Sullivan strictly reserves this recognition to companies at the innovation to zero and growth forefront in their respective industries. These companies demonstrate proactivity in utilizing business practices to 'innovate to zero' and address global priorities while securing sustainable growth. These companies also uniquely leverage technology and boost their industry partner ecosystem to serve ever-evolving customer needs in a way that facilitates environmental initiatives and supports the planet's well-being. Moreover, by combining business sense with a moral imperative, these companies demonstrate aspirational ideals beyond the simple goal of generating profits.

Moreover, this recognition is the result of many individuals (employees, customers, partners, and investors), making critical decisions every single day to support the organization and meaningfully contribute to its own future in a sustainable and socially responsible way. Frost & Sullivan in partnership with Frost & Sullivan Institute enthusiastically acknowledges and celebrates their contributions.

Once again, congratulations on your accomplishments, and we wish you great success in the future.

Sincerely,

David Frigstad

Chairman, Frost & Sullivan and Executive Director, Frost & Sullivan Institute



Best Practices Criteria for World-Class Performance

Frost & Sullivan Institute leverages Frost & Sullivan's rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recipient. The process involves a detailed evaluation of best practices criteria for each nominated company. Bharti Airtel Limited excels in multiple criteria.



Why Now?

The world is at a tipping point, with climate change, AI advancements, and geopolitical instability transforming our reality. As we face record heat, melting icebergs, and job disruption due to AI, the need for innovative solutions has never been greater. Companies must now rise to the challenge, pioneering bold and transformative solutions that not only tackle these global crises but also pave the way for a resilient and sustainable future.

The Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition honors organizations committed to tackling these pressing global challenges. With decades of industry expertise, Airtel stands as a leader in telecommunications, exemplifying innovation and long-term success. Headquartered in India, Airtel offers a diverse portfolio of services, including mobile networks, broadband, digital TV, and enterprise solutions, cementing its position as a driving force in the country's digital transformation.



Why You?

'Innovating to Zero' on Global Priorities

Airtel exemplifies a steadfast commitment to sustainability through its ambitious journey toward net-zero emissions. As a leader in the telecommunications sector, Airtel has embraced innovation-driven strategies

“Airtel continues to pioneer industry-first initiatives that drive environmental stewardship, such as transitioning from virgin plastic to recycled PVC SIM cards, a move that sets new benchmarks for sustainability in the telecom sector.”

-Sakthi Kumararaja, Associate, Frost & Sullivan Institute

to significantly reduce its carbon footprint and align with global climate goals. By joining the Science Based Targets initiative's (SBTi) 'Business Ambition for 1.5°C' campaign and committing to a 50% reduction in greenhouse gas emissions by FY31, the company reinforces its dedication to responsible and sustainable business practices.

Airtel has eliminated single-use plastic from its customer premise router packaging, transitioned to recycled PVC SIM cards, and ensures responsible electronic waste

disposal through authorized recyclers. Additionally, the company actively embeds sustainability within its supply chain through audits, supplier assessments, and awareness initiatives. By adhering to global sustainability reporting frameworks such as IIRC, GRI, GSMA ESG metrics for mobile, and SEBI requirements in India, Airtel maintains transparency and accountability in its environmental commitments. Through these initiatives, Airtel remains at the forefront of innovation-driven sustainability, driving long-term value for stakeholders while advancing global climate goals.

Nxtra by Airtel, India's leading data center company, further elevates this vision by accelerating the adoption of renewable energy. In 2024, Nxtra secured power-wheeling agreements with Ampln and Amplus Energy to procure additional green energy, enabling it to reduce its carbon footprint significantly. With investments exceeding ₹5,000 crores to expand its hyperscale data centers, Nxtra aligns with its goal of achieving net-zero emissions by 2031.

Airtel also demonstrates a strong commitment to social development through impactful initiatives that foster inclusivity and education. The company has made significant strides in advancing workplace diversity, achieving a remarkable 40% growth in the representation of women in its workforce between FY23 and FY24. Additionally, the Bharti Airtel Foundation continues to drive educational empowerment through its extensive support of 173 Satya Bharti Schools and 888 other schools across India. By championing diversity and expanding access to quality education, Airtel reinforces its dedication to creating a more inclusive and equitable society.

Frost & Sullivan Institute commends Airtel for its unwavering dedication to innovation, environmental sustainability, and inclusivity. Through pioneering initiatives such as transitioning to recycled materials, expanding renewable energy adoption, and driving digital transformation, Airtel sets a high standard for integrating sustainable practices. Its commitment to reducing greenhouse gas emissions and fostering diversity underscores its vision for meaningful and impactful change.



Growth Excellence

Airtel continues to demonstrate exceptional growth excellence through its innovative strategies and industry-leading initiatives. The company's proactive approach to financial management, as evidenced by the early prepayment of spectrum liabilities, reflects its commitment to operational efficiency and regulatory compliance.

"Airtel's rapid expansion of 5G services across 3,000 cities and towns, coupled with the introduction of unlimited 5G data plans, underscores its dedication to enhancing digital connectivity nationwide."

-Sakthi Kumararaja, Associate, Frost & Sullivan Institute

Airtel's rapid expansion of 5G services across 3,000 cities and towns, coupled with the introduction of unlimited 5G data plans, underscores its dedication to enhancing digital connectivity nationwide. Landmark achievements, such as the launch of India's first live 5G network and 5G-enabled auto manufacturing unit, further solidify its position as a pioneer in next-

generation technology.

Airtel continues to set benchmarks in growth excellence through its expansive network advancements and cutting-edge technological solutions. With the rapid deployment of Airtel 5G Plus across India, the company has successfully connected millions of customers, strengthening digital infrastructure and expanding high-speed connectivity to remote regions. Simultaneously, Airtel Business has demonstrated leadership in the IoT sector by connecting over 20 million devices, empowering enterprises with secure, scalable solutions. Through strategic innovation and customer-centric initiatives, Airtel reinforces its position as a leader in the telecommunications industry, driving digital transformation and fostering inclusive connectivity.

Frost & Sullivan Institute lauds Airtel India for its exceptional growth excellence, marked by strategic innovation, robust financial management, and operational efficiency. As a leader in the telecommunications sector, Airtel has consistently demonstrated its ability to deliver transformative solutions while creating substantial value for its stakeholders. The company's commitment to technological advancement and sustainable growth reinforces its position as a global leader in connectivity.

Customer Value Chain

Airtel continues to excel in delivering unparalleled value across the customer journey through innovative and customer-focused initiatives. By deploying high-capacity nodes beneath the Hooghly River in Kolkata's metro corridor, Airtel showcased its commitment to ensuring uninterrupted connectivity in even the most challenging environments. The introduction of in-flight roaming plans further demonstrates its dedication to enabling seamless connectivity for customers, ensuring they remain connected anywhere, anytime.

With the launch of groundbreaking platforms such as Airtel Advantage, Airtel IQ Reach, and Airtel CCaaS, the company has revolutionized global interconnect solutions, SME marketing capabilities, and enterprise contact center operations. These advancements not only streamline processes but also empower businesses to achieve greater efficiency and scalability.



Airtel's collaboration with India Post Payments Bank to introduce WhatsApp Banking Services highlights its focus on enhancing accessibility for customers in underserved regions, aligning with the Digital India mission. These initiatives collectively reinforce Airtel's leadership in providing innovative, reliable, and customer-centric solutions, cementing its position as a key enabler of India's digital transformation.

Frost & Sullivan Institute appreciates Airtel India for its unwavering commitment to enhancing the customer value chain through innovative solutions and strategic excellence. Airtel's focus on delivering seamless connectivity, cutting-edge digital platforms, and customer-centric services underscores its dedication to meeting the dynamic needs of its users. By leveraging advanced technologies, streamlining processes, and prioritizing customer satisfaction, Airtel ensures its offerings drive efficiency and value across industries. These efforts solidify Airtel's position as a trusted partner, empowering businesses and individuals while shaping the future of India's digital landscape.

Conclusion

Airtel has exemplified exceptional growth leadership through its strategic focus on expanding capabilities, pioneering innovative solutions, and optimizing operations to address the evolving needs of its customers. The company's unwavering commitment to delivering value across its customer value chain is evident in its drive for technological advancement and operational excellence, reinforcing its competitive position in the global telecommunications landscape. Airtel's ability to adapt and execute forward-thinking strategies ensures its long-term success, positioning the company as a dynamic and trusted leader in the digital era.

The Frost & Sullivan Institute proudly presents the "2024 Frost & Sullivan Institute Enlightened Growth Leadership Best Practices Recognition" to Bharti Airtel Limited for its visionary approach, which seamlessly integrates market foresight, innovation, and a steadfast dedication to creating transformative value.



What You Need to Know about the Enlightened Growth Leadership Recognition

Frost & Sullivan Institute's Enlightened Growth Leadership Best Practices Recognition identifies the company that addresses the global priorities as identified by the Institute and demonstrates sustainable growth in the industry.

Best Practices Recognition Analysis

For the Enlightened Growth Leadership Best Practices Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

'Innovating to Zero' on Global Priorities: The company demonstrates proactivity in 'Innovating to Zero' in terms of one or more of the following global priorities that form the seven pillars of the Frost & Sullivan Institute:

- i) **Environment:** Environmental initiatives can include climate change, vulnerable groups, behavioral change, international governance, waste management, or others.
- ii) **Education:** Education can encompass equal access, gender parity, EdTech, quality education, education resources, vocational training, or others.
- iii) **Infrastructure:** Infrastructure can incorporate infrastructure as a basic right, technology and infrastructure, environment and infrastructure, urban infrastructure, and financing models, among others.
- iv) **Healthcare:** Healthcare can comprise healthcare crisis, mental health, finance, healthcare systems, advanced healthcare, and technology and healthcare, among others.
- v) **Security:** Human security can refer to transnational governance, human security, food security, or others.
- vi) **Human Rights:** Human rights can involve governance, special group rights, justice, or other such elements.
- vii) **Economics:** Economics can pertain to inequality, new economic regime, FinTech, behavioral change, or others.

Growth Excellence: The company demonstrates healthy growth over a span of 10 years. It focuses on short-term and long-term growth strategies to maintain a superior industry position. The executive team's vision aligns with the company's growth strategy, effectively translating this vision into growth. The socially responsible organization enforces strategies to increase its share of the customer wallet, successfully differentiating itself from competitors and positively impacting its market share. It also adopts strategies to build upon achieved growth and sustain continued growth while highlighting best practices for sustainable development.

Customer Value Chain: The company pays heed to the planet's well-being and addresses environmental initiatives such as climate change, carbon footprint reduction and elimination, waste management, or clean energy production. Its key value proposition is refined by building on client feedback and continuously improving products and services. The organization prioritizes its customers' needs and



provides significantly greater value for the price. It offers exceptional customer value by providing the best purchase experience to customers, placing importance on providing a high degree of satisfaction amongst existing and potential clients, or ensuring the best and differentiated service experience.

Integrated Coopetition - Industry Partner Ecosystem: The company makes use of unique business models such as corporate partnerships and public-private collaborations to boost the industry partner ecosystem. By combining business sense with a moral imperative, the company demonstrates aspirational ideals beyond the simple goal of generating profits. The organization's efforts to cooperate with competitors reveal its cognizance of a broader vision and endeavors towards positively impacting the overall industry.

Technology Leverage/Innovation: The company incorporates or uniquely leverages technology, standing out among the competition. The technology addresses key future needs and applications and is disruptive to or supersedes existing technologies. The company's technology or technology leverage can be diversely applicable or has created new markets or applications where none existed before. It has introduced creative features and functionality by jumping through hoops to convert its vision into a reality. The organization has a structured process or best practices to incubate new technologies developed internally or through strategic partnerships. The company's innovations or technology incorporation has the potential to become an industry standard.



About Frost & Sullivan Institute

Frost & Sullivan Institute (FSI) is a non-profit organization dedicated to utilizing business practices to address global priorities. The genesis of the institute goes back to our vision of either creating or becoming part of a solution that addresses threats to humanity. Frost & Sullivan Institute has identified strategic imperatives for transformation and believes that by using a Socratic approach, we can truly accelerate innovation to zero. The Institute works in collaboration with leading analyst teams, its internal research team, industry experts, and other partners. It works closely with Frost & Sullivan Inc. to leverage in-house thought leadership in order to identify opportunities for transformation that will arise from innovation, disruptive technologies, and overarching megatrends that will alter the world as we know it today. To learn more about FSI, visit <https://www.frostandullivaninstitute.org/>.

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™



Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.



Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership

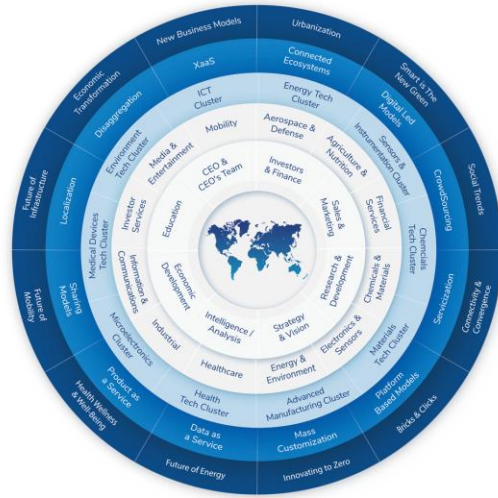


The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)





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