



Airtel launches 'Airtel IoT' – a 5G Ready Platform for the World of Connected Things

Easy to Integrate. Telco Grade Security. Built to Manage Billions of Devices.

New Delhi, April 7, 2021: Bharti Airtel ("Airtel"), India's premier communications solutions provider, today launched 'Airtel IoT' – an integrated platform that enables enterprises to harness the power of Internet of Things (IoT) and be ready for the emerging era of connected things.

According to Ajay Chitkara, Director & CEO – Airtel Business, "Enterprises have three key requirements for IoT. First, connectivity solutions that future proof their device and application investments. Second, the security of their data. And third, seamless integration with existing IT systems to make the IoT data actionable. Airtel IoT is built on these insights to massively simplify the IoT journeys of enterprises."

Airtel IoT is an end-to-end platform with the capability to connect and manage billions of devices and applications in a highly secure and seamless fashion. At its core is Airtel's robust **5G Ready** network that comes with the option to deploy **NB-IoT**, 4G or 2G connectivity using **Airtel e-SIM** technology.

It also has a **Flexible** set of APIs to eliminate cumbersome integration journeys and allows enterprises to streamline the process of connecting, collecting, and analysing data through their existing workflow tools. And, importantly, Airtel's telco grade **Security** helps enterprises ensure that their IoT data is safe and available in real time for analytics and service delivery.

MG Motor, Pine Labs, Paytm, Kirloskar, BSES, Genus, and Kent are among the many businesses across Manufacturing, Logistics, Automobiles, BFSI and Utilities that are already using Airtel's IoT solutions.

Mr. Rajeev Chaba, President and MD, MG Motor India, had this to say about Airtel IoT and how it is helping transform MG Motor, "With the help of Airtel IoT, we have been able to provide the customers with India's first internet car having i-SMART technology and 60+ connected car features. Airtel IoT allows us to access real-time infotainment and telematics. The partnership seeks to provide best-in-class connected car technology to our customers".

India's cellular connectivity based IoT market is forecasted to grow to Rs 10,000 cr by 2022, driven by connected cars and appliances, SMART factories and utilities, and other use cases. AirtelBusiness is the largest player in India's B2B connectivity space and serves over 2500 large enterprises as well as one million medium and small enterprises, including startups.

About Bharti Airtel

Headquartered in India, Airtel is a global telecommunications company with operations in 18 countries across South Asia and Africa. The company ranks amongst the top three mobile operators globally and its mobile network covers a population of over two billion people. Airtel is India's largest integrated telecom provider and the second largest mobile operator in Africa. At the end of December 2020, Airtel had approx. 458 Mn customers across its operations. Airtel's portfolio includes high speed 4G/4.5G mobile broadband, Airtel Xstream Fiber that promises speeds upto 1Gbps, converged digital TV solutions through the Airtel Xstream 4K Hybrid Box, digital payments through Airtel Payments Bank as well as an integrated suite of services across connectivity, collaboration, cloud and security that serves over one million businesses. Airtel's OTT services include Airtel Thanks app for self-care, Airtel Xstream app for video, Wynk Music for entertainment and Airtel BlueJeans for video conferencing. In addition, Airtel has forged strategic partnerships with hundreds of companies across the world to enable the Airtel platform to deliver an array of consumer and enterprise services.