



Certified true copy of the resolution passed in the meeting of Board of Directors of Bharti Hexacom Limited ("Company") held on Friday, January 19, 2024, at Atelier II, Bharti Crescent, Vasant Kunj, New Delhi- 110070

TAKE NOTE OF THE STRATEGIES OF THE COMPANY.

“RESOLVED THAT the Board hereby takes note of the intention and consent to the following business strategies to be implemented by the Company:

- The primary elements of our business strategy are to grow our revenues by focussing on acquiring and retaining quality customers, expand our network coverage, deliver brilliant customer experience through an omnichannel approach and use of data science, and improve our cost efficiencies.
- We intend to capitalize on upgrades from 2G to 4G/5G customers, upgrading customers within our 4G plans for higher data packs, pre-paid to post-paid upgrade, contextual data monetisation and converged offerings and increase our share of post-paid customers, which will result in an increase in our ARPU.
- Our war-on-waste program has been leading to eliminate wasteful expenditure through use of digital tools, making our networks more environment friendly and revisiting our cost structures on a regular basis.
- We seek to achieve our cost efficiency objectives without compromising on quality of our services, our network, and our people.
- We use digital tools and data science to plan our network expansion in an optimal manner.
- Our cost efficiency initiatives are reflected in our approach to managing our operating expenses as well as prudent capital allocation in our network expansion strategy.
- We aim to maintain an efficient capital structure with high balance sheet flexibility.
- We seek to continue to manage our borrowing costs with a focus on cost effective financing structures, including our repayment tenors and the balance between fixed and floating rate instruments.
- Airtel continue to step up backhaul readiness and capacities on sites with increased fiberisation and capacity expansion of our transmission backbone and internet to cater to additional data load.
- We strive to keep our tariff plans affordable, transparent and easy to understand. The aim of our tariff strategy is to ensure that we acquire and retain customers profitably and optimize network utilization.
- We are focussed on delivering a brilliant customer experience by transforming our services through innovative technology and digital tools, creating a seamless and delightful user

Bharti Hexacom Limited
(A Bharti enterprise)

[CIN: U74899DL1995PLC067527]

Regd. Office: Bharti Crescent, 1, Nelson Mandela Road, Vasant Kunj, Phase – II, New Delhi – 110 070.
T: +91-11-4666 6100, F: +91-11-4166 6137, email: bhartihexacom@bharti.in website: www.bhartihexacom.in



- experience.

We seek to have best-in-class talent in our Company and we aim to create long-term value for our people while keeping diversity, inclusivity and employee wellbeing at the core.”

For Bharti Hexacom Limited

Richa

Gupta

Rohatgi

Digitally signed by
Richa Gupta
Rohatgi

Date: 2024.01.20
08:00:21 +05'30'

Richa Gupta Rohatgi

Company Secretary

Membership No.: A24446

**Address: Bharti Crescent, 1,
Nelson Mandela Road, Vasant Kunj,
Phase - II, New Delhi – 110070**

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