



September 16, 2025

**National Stock Exchange of India Limited**

Exchange Plaza, C-1 Block G  
Bandra Kurla Complex, Bandra (E)  
Mumbai – 400051, India  
**Symbol:** BHARTIARTL/ AIRTELPP

**BSE Limited**

Phiroze Jeejeebhoy Towers  
Dalal Street, Mumbai – 400001, India  
**Scrip Code:** 532454/ 890157

**Sub: Press Release**

Dear Sir/ Ma'am,

We are enclosing herewith a press release dated September 16, 2025 titled '*Airtel's fight against fraud reduces financial losses for its customers by nearly 70%*' being issued by the Company.

Kindly take the same on record.

Thanking you,  
Sincerely yours,

**For Bharti Airtel Limited**

**Rohit Krishan Puri**  
**Joint Company Secretary & Compliance Officer**

**Bharti Airtel Limited**  
(a Bharti Enterprise)

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CIN: L74899HR1995PLC095967



## **Airtel's fight against fraud reduces financial losses for its customers by nearly 70%**

*Data from Indian Cyber Crime Coordination Center shows remarkable impact*

**New Delhi, 16 September 2025:** Bharti Airtel today announced that its anti-fraud initiatives have resulted in a significant decline in cybercrime complaints, and that this has been further endorsed by recent information from the Indian Cyber Crime Coordination Centre (I4C) — Ministry of Home Affairs (MHA).

According to the MHA-I4C, there has been a staggering 68.7% decrease in the value of financial losses and a 14.3% drop in overall cybercrime incidents on the Airtel network, thereby validating the efficacy of Airtel's fraud detection solution in curbing cybercrime and creating a safe network for its customers. The data analyzed by MHA-I4C compares key cybercrime indicators from September 2024—prior to the launch of Airtel's Fraud & spam detection solution—with those from June 2025.

Commenting on the initiative, **Gopal Vittal, Vice Chairman and Managing Director, Bharti Airtel**, said, *"We are on a mission of eliminating Spam and financial frauds for our customers. In the past one year, our AI-powered network solutions have identified over 48.3 billion spam calls and blocked 3.2 lakhs fraudulent links. However, we see this as small steps in a much larger fight. We will continue to innovate and invest heavily in this area until our networks are free of digital spam and scam."*

*"The impact shared by the Indian Cyber Crime Coordination Centre (I4C) - Ministry of Home Affairs (MHA) encourages us tremendously and validates our efforts in this mission. I would like to commend the MHA I4C and DoT for their initiatives to curb spam and fraud and we will look forward to collaborating deeply with the authorities to eliminate the threats of cyber-crimes & frauds."*, **Vittal added.**

In September 2024, in a pioneering move to curb the country's spam menace, the company launched India's first network-based AI-powered Spam detection solution. It went a significant way towards solving the growing menace of spam calls and messages. The solution remains a first-of-its-kind solution by a telecom service provider in the country, to alert customers in real-time to all suspected spam calls and SMSes. In continuation to this, in May 2025 the company unveiled world's first, solution that detects and blocks malicious links across all forms of communication on its network, in real time. This safe service has been seamlessly integrated with, and auto-enabled for all Airtel mobile and broadband customers at no additional cost. The findings of the I4C analysis highlight the effectiveness of these proactive measures by Airtel for its customers.



**About Bharti Airtel:** Headquartered in India, Airtel is a global communications solutions provider with over 600 million customers in 15 countries across India and Africa. The company also has its presence in Bangladesh and Sri Lanka through its associate entities. The company ranks amongst the top three mobile operators globally and its networks cover over two billion people. Airtel is India's largest integrated communications solutions provider and the second largest mobile operator in Africa. Airtel's retail portfolio includes high-speed 4G/5G mobile, Wi-Fi (FTTH+ FWA) that promises speeds up to 1 Gbps with convergence across linear and on-demand entertainment, video streaming services, digital payments and financial services. For enterprise customers, Airtel offers a gamut of solutions that includes secure connectivity, cloud and data centre services, cyber security, IoT, and cloud based communication. Within its diversified portfolio, Airtel offers passive infrastructure services through its subsidiary Indus Tower Ltd. For more details visit [www.airtel.com](http://www.airtel.com)