



January 29, 2026

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 January 29, 2026 titled '*In a global first, Airtel provides 360 million Indians with free access to Adobe Express Premium*' being issued by the Company.

Kindly take the same on record.

Thanking you,
Sincerely yours,

For Bharti Airtel Limited

Rohit Krishan Puri
Company Secretary & Compliance Officer

Bharti Airtel Limited
(a Bharti Enterprise)

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In a global first, Airtel provides 360 million Indians with free access to Adobe Express Premium

Unlocks effortless design creation with Adobe's AI powered tool worth ~₹4,000*, available at no cost for all Airtel customers

New Delhi, January 29, 2026: Bharti Airtel, one of India's largest telecommunication service providers, is putting the power of Adobe Express, the quick-and-easy, create-anything app, into the hands of its 360 million customers across India.

This landmark and first-of-its-kind partnership will provide access to Adobe Express Premium to all Airtel customers for creating high-quality social assets, marketing materials, short videos and anything they wish to design quickly and effortlessly. With the Adobe Express Premium worth ~₹4,000* now available for free for a year, all Airtel customers can express their creative abilities and produce professional-quality content—regardless of their design experience.

The Adobe Express Premium subscription will be available to all Airtel customers, including mobile, Wi-Fi and DTH customers. Customers can avail themselves of this subscription by logging on to the Airtel Thanks App, with no credit card requirement.

Commenting on the partnership, **Siddharth Sharma, CEO — Connected Homes and Director — Marketing, Bharti Airtel**, said, *"This partnership is about more than technology. It is about empowering millions of Indians with cutting-edge AI tools to create and innovate. From a student crafting their first resume to a small business owner designing a poster or a creator editing videos for followers, we want to empower every Airtel customer with the tools for self-expression. With Adobe Express, world-class creative tools are no longer a luxury—they're a reality for every Indian."*

"We are committed to empowering everyone to create and stand out with Adobe Express, the quick and easy create-anything app," said **David Wadhvani, President, Digital Media at Adobe**. *"We are excited to partner with Airtel to bring Adobe Express Premium to millions of people across India for free, accelerating the growth of India's vibrant creator economy and enabling people to easily produce standout content – whether boosting their careers, growing their businesses or promoting their passions."*

Adobe Express Premium puts the best of Adobe in people's hands. The subscription provides access to thousands of professional design templates - including ones tailored for Indian festivals, weddings, and local businesses — along with AI-powered features like instant background removal, custom image generation, and one-tap video editing, premium Adobe Stock assets, over 30,000 professional fonts, 100GB cloud storage, and advanced features like auto captions and instant resize—all with no watermarks and seamless sync across devices.



Adobe Express is available in English, Hindi, Tamil and Bengali, allowing users the comfort of leveraging features in their native languages. Whether creating festival greeting cards, wedding invitations or promotional content for local shops or WhatsApp Status updates, Adobe Express makes standout content accessible to everyone.

Real-World Impact of Adobe Express Premium with Airtel

With this partnership, all Airtel customers can now leverage Adobe Express Premium's powerful generative AI capabilities to work faster, enhance the quality of their creations, and stand out in a crowded digital space in the following ways:

- **Creators & Influencers:** Creators can instantly produce content that reflects their unique identity—from attire to language nuance—reshaping online expression. Easy-to-use video editing tools and AI effects make it effortless to create viral-ready content, from Reels to YouTube thumbnails.
- **Consumers:** Adobe Express allows people to easily connect with friends and family through a large library of professional designs to celebrate festivals, wish good morning or send personalised invitations.
- **Students:** Build standout projects, dynamic presentations and portfolios, while developing essential skills like digital communication.
- **Small Businesses & Entrepreneurs:** Anyone looking to build their business or professional brand can design social media ads, marketing posters, QR codes, logos and more—in minutes—saving time and costs.
- **Marketers:** Advertisers and marketers can produce on-brand visuals and campaigns that reflect their authentic identities, traditions and environments—moving beyond the sea of sameness created by generic templates.

*Customer benefit indicated basis current subscription, valid for 1 year. T&C Apply

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. Airtel's digital arm – Xtelify, empowers telcos globally to leverage the power of AI, data and technology to accelerate their digital transformation and drive growth. Xtelify also offers Airtel Cloud in India enabling enterprises with a sovereign, telco-grade cloud platform that guarantees secure migration, effortless scaling, lower costs and no vendor lock-ins. Within its diversified portfolio, Airtel also offers passive infrastructure services through its subsidiary Indus Tower Ltd. For more details visit www.airtel.com