

Bharti Airtel is in advanced talks with over-the-top (OTT) player, Netflix to offer its content free of cost to AirtelTV app users. Several rounds of discussions have been completed between the two companies and the deal is expected to be announced in the coming weeks.

Netflix launched its service globally in January 2016, including India. The company hosts over more than 125 million hours of TV shows and movies per day, including original series, documentaries and feature films which can be accessed by its members.

Airtel and Netflix already have a partnership, wherein, the Netflix app is available on Airtel's internet and direct-to-home service platforms.

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