Bharti Airtel has re-launched its flagship customer program, #AirtelThanks. The new enhanced program is designed to deliver exclusive rewards.

The new program is tiered in its offering – silver, gold and platinum. Each tier opens a whole new set of benefits for Airtel customers. The benefits are powered by Airtel's strong partnerships, which go from premium content brands like Amazon Prime, Netflix and Zee5 to Wynk music, device brands and many more.

Silver tier offers basic content - AirtelTV, Wynk. With Gold, customers get access to many add on telecom benefits and great value access on premium content or financial services. With Platinum, customers will get VIP service from Airtel, premium content, e-books, device protection, and exclusive invites and priority access to events and sales.

Commenting on the development, Adarsh Nair, chief product officer, Bharti Airtel, said, "#AirtelThanks is an ambitious program that is built on deep technology and incredible partnerships. In its latest avatar, we are evolving the program to deliver highly differentiated experiences that are tailored to our customers' needs. We are also segmenting our customer base and ensuring that our high value customers get VIP service. We are investing in data science, machine learning and smart APIs to develop these experiences in partnership with digital first brands like Amazon. We are excited about the future of this program and our customers can expect more brilliant experiences in the coming months."

Meanwhile, Shashwat Sharma, chief marketing officer, Bharti Airtel, said, "#AirtelThanks is our play to further strengthen our share with the discerning and quality customers of the country by offering exclusive rewards to them for their association with Airtel. It covers rewards from premium content, to music, e-books, financial services, VIP service and host of partner Brands access. For example, with Amazon Prime, we are now bringing to the market a first of its kind, pre-paid recharge which has Amazon Prime membership built into it."

As part of its #Airtelthanks program, Airtel has also launched a new prepaid bundle at Rs 299 to offer 28 days of Amazon Prime membership along with 2.5GB data/day, unlimited calls to any network and 100 SMS/day.

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