

TM Forum Open APIs Conformance Certification



Company Name:

Bharti Airtel Ltd.

TM Forum Open API Name:

TMF699 – Sales Lead Management

TM Forum Open API Release Version:

V4.0.0

Date: 27/05/2026

What Product or Solution does your API support?

Airtel's Platform Engineering Sales Lead Service implements TMF 699 – Sales Lead Management API.

This API enables end-to-end management of sales leads captured across Airtel's customer-facing channels for broadband, DTH, and mobility products. Supports lead creation, qualification, enrichment, and status tracking from initial capture through conversion. Maintains lead context, customer and channel attribution, product-of-interest details, and related party information, and emits lifecycle events to downstream systems such as order management and CRM.

The API supports:

- Sales lead creation, retrieval, update, and deletion
- Status and sub-status lifecycle management
- Multi-channel lead capture and channel attribution
- Related party tracking for agents, customers, and referrers
- Lifecycle event notifications via subscription hub and message bus

COM Platform is a microservices-based orchestration layer that standardizes TM Forum-compliant APIs across Broadband/DTH and mobility, ensuring consistency, interoperability, and faster partner onboarding.

Overview of Certified API

#	Resource	API Overview	Operations Supported
1	TMF Sales Lead Management API	Used to create, retrieve, update, or delete sales leads captured across customer-facing channels for telecom products, including contact medium, channel attribution, related party (agent, customer), and product-of-interest details.	<ul style="list-style-type: none">• GET• POST• PATCH• DELETE

Test Results

Click here to review the test results: [BhartiAirtel-TMF699-v4.0.0-HTMLResults.html](#)