

January 21, 2016

To,
The National Stock Exchange of India Limited
BSE Limited
Mumbai, India

Dear Sir/Madam,

Sub: Press Release- Packet One (P1) selects Subex's industry leading ROC Revenue Assurance and Fraud Management solutions

As per Regulation 30 of the SEBI (LODR) Regulations, 2015, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on January 21, 2016.

Thanking you.

**Yours truly,
For Subex Limited**



Ganesh K V
Chief Financial Officer, Global Head-Legal and Company Secretary

Encl: As above.



For Immediate Release

January 21, 2016

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Packet One (P1) selects Subex's industry leading ROC® Revenue Assurance and Fraud Management solutions

Seamless collaboration between Revenue Assurance & Fraud Management functions as the key driver

LONDON, UK – Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), has announced that the company has been selected to provide its industry leading ROC Revenue Assurance and Fraud Management solutions by Packet One, a converged telecommunications, broadband and 4G service provider in Malaysia.

Subex's thought leadership, domain expertise, along with the seamless collaboration between the Revenue Assurance and Fraud Management solutions facilitated by their integration with the ROC Suite were seen as the key value drivers during an intense vendor evaluation process.

CC Puan, Chief Executive Officer, Packet One (P1) said, "Being a 4G services provider, the complexities of risks we face are amplified when compared to traditional voice and data services. Our objective was to evaluate and deploy such solutions that are fully capable of mitigating risks of all types, covering multiple verticals. We believe Subex's solutions will enable us to do so and in-turn enhance our business in a more effective manner".

"We are excited to be selected by Packet One as their partner to provide Revenue Assurance and Fraud Management solutions. The deployment of ROC Revenue Assurance and ROC Fraud Management in an integrated model makes use of the ROC 3.0 platform that focuses on reducing TCO & increasing agility across product lines by optimizing efforts & leveraging commonalities. We are confident of making this partnership successful by fully demonstrating measurable value delivery and bringing about a positive influence on their business." said **Vinod Kumar, Chief Operating Officer, Subex Ltd.**

Subex's ROC Revenue Assurance is the industry's first revenue assurance solution that simplifies RA. The solution helps customers in addressing revenue assurance challenges inherent to individual service verticals: Wireless, Fixed, Cable MSPs, and MVNOs. It also helps them address revenue assurance across multiple functional areas such as service fulfillment, usage integrity, retail billing, interconnect/wholesale billing, and content settlement in addition to revenue management in marketing, campaign management, offer development and lead management. This in-turn enables customers to dramatically reduce the time required to implement or extend the coverage of their revenue management system and practices.





Subex's ROC Fraud Management solution ensures a rapid return on investment (ROI) by offering the strongest fraud management capabilities, increasing compliance, reducing risk, and providing economies of scope. Subex's detailed business benefit modeling tools allow customers to determine ROI, build reliable business cases, and explicitly see the value that our solution can bring to their business.

About Subex Limited

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business and Capex Optimisation - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers. The company pioneered the concept of a Revenue Operations Center (ROC®) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement. Subex also offers a scalable Managed Services program with 30 + customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Carriers World Awards 2015 for Best Security/Fraud solution, Telecoms Award 2015 for Advances in B/OSS, Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award in 2015 with Mobily; in 2014 with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management.

Subex's customers include 29 of top 50 operators* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

*Total Telecom Top 500 Telecom Brands, 2015
#Forbes' Global 2000 list, 2015

About Packet One

Packet One Networks (Malaysia), is a leading wireless broadband provider determined to become a formidable mobile telecom by making access to the Internet an awesome experience for every Malaysian. Packet One's aspiration to deliver awesome Internet experience is anchored by the synergistic tripartite partnership between TM, Malaysia's broadband champion and leading integrated information and communications group; Green Packet Berhad, a global leading developer of 4G devices & solution; and SK Telecom, Korea's largest telecom and the world's first mobile carrier to launch LTE-advanced.

