

July 21, 2015

To
The Manager – Listing
National Stock Exchange of India Limited
Exchange Plaza, Bandra – Kurla Complex,
Bandra (East)
Mumbai – 400 051

Dear Sir/Madam,

Sub: Press Release- Subex to host SAARC Summit 2015 in India

As per clause 36 of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on July 21, 2015

Thanking you.

**Yours truly,
For Subex Limited**



Aarthi Rajendran
Associate Company Secretary



Encl: As above.

For Immediate Release**July 21, 2015**

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Subex to host SAARC Summit 2015 in India

New Delhi, India – Subex Limited a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) will be hosting its SAARC Summit 2015 on the 23rd of July in New Delhi, India. The speakers for the conference include delegates from leading Communications Service Providers.

Rajeev Batra, Chief Information Officer at MTS India will be the keynote for the event and will speak about **'IT Transformation in Evolving Telecom Conundrum'**. Other key speakers include *Rajesh Kumar – Associate Vice President at Uninor*, who will speak about **'Big Data and Analytics - what does it mean for telcos?'** and *Rajesh Abraham – Revenue Assurance Head at Celcom Axiata* who will hold a session on **"Big Data Challenges in Revenue Assurance"**.

The Summit will provide the perfect stage to discuss current market dynamics and challenges, provide operators an excellent opportunity to engage and learn from collective experiences while sharing best practices and feedback. Apart from roadmaps and workshops on the company's core products - ROC Revenue Assurance and Fraud Management, the conference includes sessions on areas such as Capex Optimization and Advanced *Analytics*.

Shankar Roddam, Market Head – Sales and Client Relations for Emerging Markets at Subex Ltd. said, "The SAARC Summit will be an ideal platform for our SAARC customers to interact, identify need and discuss the industry at large. The Summit will provide an excellent opportunity for our users to engage and discuss current market trends and familiarize with Subex's solutions through the planned workshops. It will also provide an opportunity for them to get insights into Subex's ROC products and solutions, allowing them to provide unbiased opinion about the performance of products and influence product roadmap. We look forward to an enriching experience and welcome all our customers and partners."



The Subex SAARC Summit 2015 will be held on July 23rd at Hotel Radisson Blu Plaza, Delhi. [Click here](#) for more information

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 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 2015 along 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, 2014

#Forbes' Global 2000 list, 2014

