

September 27, 2016

To  
BSE Limited  
The National Stock Exchange of India Limited

Dear Sir/Madam,

**Sub: Press Release- Subex and Telefonica Chile winning the BSS & OSS Award for the "Best Fraud Prevention Project" under the 'Best Revenue Assurance / Fraud Solution' category.**

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 September 27, 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**
**September 27, 2016**

**Press contact** Sandeep Banga  
 Marketing and Communications  
 +91 99168 24122  
[sandeep.banga@subex.com](mailto:sandeep.banga@subex.com)

**Subex and Telefonica Chile win the BSS & OSS Award for the "Best Fraud Prevention Project" under the 'Best Revenue Assurance / Fraud Solution' category**

**Denver, US** – Subex Inc, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), announced that it has been awarded the BSS & OSS Award along with Telefonica Chile in the 'Best Revenue Assurance / Fraud Solution' Category, at the BSS & OSS Latin America event, held in Rio De Janeiro, Brazil. The award was presented to Subex and Telefonica Chile for the 'Best Fraud Prevention Project'.

The BSS & OSS Awards aims to recognize and reward the best initiatives that have been stimulating the telecommunications market, thus improving it in Brazil and Latin America.

Subex and Telefonica Chile entered into a strategic partnership program with the objective of implementing a Fraud Management Solution to support the Mobile and Fixed Convergence. The project helped Telefonica in simplifying its fraud operations, and also its fraud analysis and investigation. The integration also helped Telefonica achieve its average ROI within 6 months while significantly reducing operational expenses, along with providing integrated services for different businesses.

Vinod Kumar, Chief Operating Officer, Subex, said, "It is an honour to have won the BSS & OSS Award for the 'Best Fraud Prevention Project' along with Telefonica Chile for the Revenue Assurance / Fraud Management category. The engagement was aimed at implementing a Fraud management solution which supports Telefonica's Mobile and Fixed Convergence. The Project is a perfect example of a business partnership between a vendor and operator, wherein both organizations worked towards common goals and objectives by leveraging their individual strengths. The implementation took place through in several multiple phases, and helped in adding new functionalities (Big Data, Customer Alert, Etc.) and fraud scenarios. Our domain knowledge along with the capabilities of our fraud solution contributed to cover most of

Telefonica's critical fraud scenarios. It is encouraging to note that our work in the area has been recognized and awarded."

"We are pleased to be declared winners of the BSS & OSS Award along with Subex. The engagement with Subex has been a joint effort that has evolved over time and that has helped us to better align our fraud management efforts with our corporate strategy, and to provide better services to our other Telefonica business units. Our customer satisfaction quotient has also increased exponentially with the implementation, helping us to provide better service to victims of fraud." said Roberto Morales Soto, Fraud Project Manager at Telefonica Chile.

With more than 100 global installations, ROC Fraud Management enables CSPs to increase fraud prevention in the telecom industry by eliminating known frauds, uncovering new fraud patterns, minimizing fraud run time, augmenting internal controls, and supporting continuous fraud management process improvements. It detects known fraud types and patterns of unusual behaviour, helps investigate these unusual patterns for potential fraud, and uses the knowledge thus generated, to upgrade and protect against future intrusions.

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#### 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 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 Centre (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 2014 along with Telstra; 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*

For more information please visit [www.subex.com](http://www.subex.com)