

May 29, 2017

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

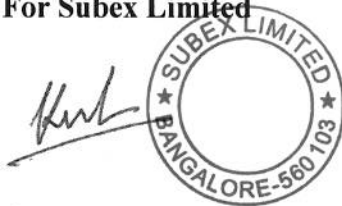
Sub: Press Release- Subex announces the launch of Subex 3.0 Also unveils its new brand identity

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 May 29, 2017.

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**May 29, 2017**

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Marketing and Communications
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sandeep.banga@subex.com

Subex announces the launch of Subex 3.0
Also unveils its new brand identity

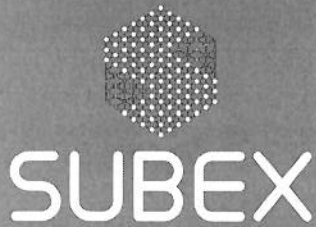
BANGALORE, INDIA – Subex Ltd, a leading telecom solutions provider, has announced the launch of Subex 3.0. As part of the new strategy, Subex will transition to becoming a telecom analytics solution provider which will help CSPs embrace digital transformation, from a business optimization provider. In line with this strategy, the company also unveiled a new logo, which represents a new chapter for the company. This announcement also coincides with Subex's completion of 25 years.

The new analytics based approach, which Subex 3.0 entails, will see an increased focus towards newer areas such as Business Intelligence and IoT, while continuing to build and innovate upon its core competencies.

Speaking on Subex 3.0, Surjeet Singh, Managing Director & CEO, Subex Limited said, "Subex has been at the forefront of helping telcos through our industry-leading solutions. Since our inception, we have been sitting on a gold mine of data which is gathered across networks, customers, and systems. This, coupled with our domain knowledge and technological capabilities puts us in the best position to draw meaningful insights for telcos and hence help them to **drive new business models, enhance customer experience** and **optimise enterprises** through Subex 3.0."

In addition to Subex 3.0, Surjeet Singh also commented on the launch of the new logo, saying, "As we complete 25 years of working with 200 operators across 90+ countries and 3/4th of the 50 largest CSPs globally, we are extremely excited to be unveiling our new logo and brand position. The new logo represents our vibrancy, energy and commitment, to create value for our customers in the digital era."

- Ends -



PRESS RELEASE

About Subex

Subex Ltd. is a leading telecom analytics solutions provider, enabling a digital future for global telcos.

Founded in 1992, Subex has spent over 25 years in enabling 3/4th of the largest 50 CSPs globally achieve competitive advantage. By leveraging data which is gathered across networks, customers, and systems coupled with its domain knowledge and the capabilities of its core solutions, Subex helps CSPs to **drive new business models, enhance customer experience and optimise enterprises.**

Subex leverages its award-winning analytics solutions in areas such as Revenue Assurance, Fraud Management, Asset Assurance and Partner Management, and complements them through its newer solutions such as IoT Security. Subex also offers scalable Managed Services and Business Consulting services.

Subex has more than 300 installations across 90+ countries.

