

April 30, 2019

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex wins multi-year deal from Econet Wireless Zimbabwe to deploy Analytics Centre of Trust

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 April 30, 2019.

Thanking you.

**Yours truly,
For Subex Limited**



**G V Krishnakanth
Company Secretary & Compliance Officer**

Subex Limited

CIN - L85110KA1994PLC016663

Registered Address: RMZ Ecoworld, Outer Ring Road, Devarabisanahalli, Bangalore - 560103, India



Subex wins multi-year deal from Econet Wireless Zimbabwe to deploy Analytics Centre of Trust

BANGALORE, INDIA 30th April 2019: [Subex](#), a leading telecom analytics solution provider, has announced a deal with Econet Wireless Zimbabwe (EWZ), a leading telecom operator in Zimbabwe, for the deployment of its Analytics Centre of Trust (ACT) offering. Through the deployment, Econet will be able to transform into an independent data driven organization, thereby improving operational efficiency.

Licensed as a mobile telecommunications operator in 1998, Econet is listed on the Zimbabwe Stock Exchange, and is part of the pan-African, diversified Econet Wireless Group. Econet Wireless Zimbabwe is building a strong, consumer-centric ethos that is committed to providing innovative, accessible and refreshingly simple communication solutions that suit customers' everyday needs.

Econet Wireless Zimbabwe was looking to further improve their operational efficiency by effectively leveraging their data to make business decisions. To this end, Subex was selected based on its proven expertise in implementing an analytics solution which is flexible across business cases around Customer, Technology, Product, Sales & Distribution, Risk and Revenue.

Through the deployment of ACT, Econet will have access to an array of benefits. The ACT deployment, beyond optimizing Econet's day-to-day operations, will also allow the telecom player to employ predictive & prescriptive analytics in areas such as Customer 360, Product Optimisation and Cell-Site intelligence.

Moreover, Subex's 'Man + Machine' model will provide Econet with the flexibility to shift from one focus area to another and make accurate business decisions faster. ACT will also help Econet build intelligence to analyze performance of products, identify new products, and explore areas where consumption can be increased. The deployment will also help Econet identify potential sites for 4G upgrades, identify critical and competitive zones based on customer segmentation and deliver many other additional benefits.

*"Subex has been a pioneer in the telecom analytics domain, and we are delighted to extend our ACT solution to Econet Wireless Zimbabwe. Our expertise in handling large volumes of data to derive digital insights significantly help our customers in both strategic and operational aspects of their business. This win with Econet allows us to increase footprint for our Analytics solution, which is an important part in our growth strategy towards being the leaders in Digital Trust," said **Vinod Kumar, Managing Director & CEO, Subex.***

*"Econet's focus is to continue being Zimbabwe's preferred telecommunications provider, which will be achieved only by evolving into a stronger and future-ready organization. The analytical support from Subex will give impetus to Econet's strategic expansion. This partnership will further improve the telecom sector in Zimbabwe and reinforce our ability to tap into the power of our services and make demonstrable difference in many areas of our customers' lives," said **Mr. Douglas Mboweni, CEO, Econet Wireless Zimbabwe Group.***

About Subex

Subex is a pioneer in enabling Digital Trust and Optimization for Communication Service Providers. 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 optimize enterprises.

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

Subex has more than 300 installations across 90+ countries.



In case of any queries, please reach out to-

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