

June 9, 2016

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex and BTC Botswana awarded the prestigious Global Telecoms Business Innovation Awards 2016 under the 'Business Service Innovation' 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 June 9, 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**June 9, 2016**

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Subex and BTC Botswana awarded the prestigious Global Telecoms Business Innovation Awards 2016 under the 'Business Service Innovation' category

London, UK – Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), announced that it has been awarded the Global Telecoms Business Innovation (GTB) Awards 2016 along with BTC Botswana in the 'Business Service Innovation' category for Revenue Assurance.

The Global Telecoms Business Innovation Awards have been in existence since 2007 and recognizes innovations that contribute to improved business efficiencies in the telecoms world.

Subex and BTC Botswana entered into a strategic partnership program with the objective of minimizing leakages across the revenue chain, through ROC Revenue Assurance in a Managed Services engagement, and has resulted in a leakage identification of over USD 3 Million so far. This engagement between BTC and Subex has been a successful demonstration of a highly effective Managed Services model wherein the role of Subex extends beyond simply being a software services provider. This is a classic example of a business partnership between a vendor and operator, wherein both organizations are working towards common goals and objectives by making use of their individual strengths.

Vinod Kumar, Chief Operating Officer, Subex, said, "The engagement between Subex and BTC Botswana is a successful demonstration of our highly effective Managed Services model wherein the role of Subex extends beyond simply being a software services provider. This is a classic example of a business partnership between a vendor and operator, wherein both organizations are working towards common goals and objectives by leveraging individual strengths. With tightly knit processes, stringent SLAs, industry best practices, and strong domain expertise,



Subex and BTC have been able to create an efficient Revenue Assurance ecosystem that has been able to successfully identify and fix leakages across the revenue chain. It is encouraging to note that our work in the area has been recognized and awarded by GTB.”

“We are pleased to be declared winners of the GTB Innovation Award along with Subex. The Managed Services engagement with Subex has truly allowed our Revenue Assurance team to expand its footprint by providing analysis and results to various other teams like Roaming, Product Development, Wholesale, Customer Care, Network Operations and Marketing. It has also helped us focus more on strategic objectives, by ensuring that the business tasks are handled effectively by the BTC team supported by the Subex Managed Services team. We at BTC look at this strategic partnership as a long term one, and we look forward to many more achievements together in the space.” said **Boitumelo Gabaake – Kauta, Head of Revenue Assurance & Fraud Management at BTC.**

This is the fifth time Subex has won the prestigious GTB Innovation Awards. With more than 100 global installations, ROC Revenue Assurance is the complete Revenue Assurance solution, designed to tackle critical revenue assurance challenges across the entire revenue chain. It takes revenue assurance to a new level, providing the continuous monitoring and revenue protection needed in today’s changing telecommunications environment. It is highly effective in both the traditional circuit-switched and next-generation, packet-switched service environments; scalable enough to serve operators large and small; and flexible enough to support Revenue Assurance practices as they expand and mature.

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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 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 2016 with BTC Botswana; 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 39 of top 50 telecom operators* and 7 of the world's 10 largest# telecom companies worldwide. The company has more than 300 installations across 70 countries.

**Telecom Operators 500, 2015*

**The World's Largest Telecom Companies 2015 - Forbes*

For more information please visit www.subex.com

