

February 26, 2018

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex Announced as Winner at the 8th edition of Aegis Graham Bell Award in the Data Science 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 February 26, 2018.

Thanking you.

**Yours truly,
For Subex Limited**



**Arjun Makhecha
Acting Company Secretary**



Encl: As above.

Subex Limited

CIN - L85110KA1994PLC016663

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



For Immediate Release

February 26, 2018

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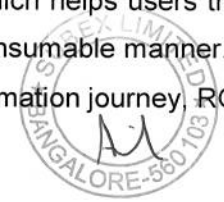
Subex Announced as Winner at the 8th edition of Aegis Graham Bell Award in the Data Science Category

New Delhi, 23rd February 2018: Subex has been announced as the winner in "Data Science" category for their innovation "ROC Insights" at Aegis Graham Bell Award 2017, honoring the best innovation in the ICT domain in India. Subex has been applauded as winner at the 8th edition of Aegis Graham Bell Award (AGBA) at NDMC Convention Center, New Delhi.

Aegis Graham Bell has been promoting innovations and entrepreneurship in Telecom, Data Science, Smart City Solution, Cyber Security, Digital India, Cloud and Mobility. AGBA has been rewarding those who made outstanding contribution in these fields since 7 years with a vision to foster and stimulate innovators, for India to become a nucleus of innovations.

"ROC Insights demonstrated its capability to democratize the adoption of advanced analytics across the enterprise through its innovative storyboard approach," - Mr Bhupesh Daheria, Trustee, Aegis Knowledge Trust, Founder and CEO, Aegis School of Business, Data Science & Telecom, mUniversity, Aegis Graham Bell Awards & Data Science Congress. "It has successfully scaled the application of Data Science and Machine Learning to massive volumes of data. An instance of the use cases showcased the development of a modeling approach to identify billing dispute triggers as well as an ensemble model of invoice risk and temporal-based prediction. The customized RFM (Recency, Frequency, Monetary) modeling approach facilitates financial risk management by predicting disputes."

Speaking on the award win, Vinod Kumar, Chief Operating Officer, Subex said, "It gives us great pride to receive the prestigious Aegis Graham Bell Award in the Data Science Category. ROC Insights is our Analytics-as-a-Service offering which helps users truly leverage their data to gain actionable insights quickly and in a consumable manner. In our endeavor to partner with our customers in their digital transformation journey, ROC



PRESS RELEASE



PRESS RELEASE

Insights plays an important role in helping organizations be data-driven through the democratization of data science.”

About Subex

Subex 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.

For more information, visit: www.subex.com

About Aegis Graham Bell Award

The Aegis Graham Bell Award is the largest innovation award for the ICT domain in India. The Aegis School of Business, Data Science, Cyber Security and Telecommunication has established the Aegis Graham Bell Award as a tribute to the father of the telephony, Alexander Graham Bell. This Award is intended to promote innovation, entrepreneurship in the field of Telecom, Social, Mobility, Analytics, Cloud, and Security to provide recognition for outstanding contributions by the innovators. The Award is organized with support of the Cellular Operators Association of India (COAI), and Telecom Centres of Excellence (TCOE), Convergence India and Deloitte as a knowledge partner.

