

November 09, 2015

To
The Manager – Listing
National Stock Exchange of India Limited
Exchange Plaza, Bandra – Kurla Complex,
Bandra (East)
Mumbai – 400 051

Dear Sir/Madam,

Sub: Press Release- Subex wins the prestigious Telecoms Awards 2015 in the Advances in BSS/OSS category

As per clause 36 of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on November 09, 2015.

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

November 09, 2015

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Subex wins the prestigious Telecoms Awards 2015 in the Advances in BSS/OSS category

London, UK – Subex Ltd., a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), has announced that it has been declared winners of the prestigious Telecoms Awards 2015 by Informa Group under the 'Advances in BSS/OSS' category for its pioneering ROC Asset Assurance solution.

The Telecoms Awards is one of the key events in the industry calendar with nominations coming in from all parts of the value chain including operators, vendors and consultancies across the world. The awards celebrate innovation, excellence and vision and set the benchmark for outstanding performance throughout telecom industry.

"I would like to congratulate all our winners and indeed everyone shortlisted from another very strong field of entries to the 2015 Telecoms.com awards," said **Scott Bicheno, Editor of Telecoms.com**. "Every winner can rightly claim to have made a significant impact on the telecoms industry in 2015 and it's great to see genuine innovation given the recognition it deserves."

Vinod Kumar, Chief Operating Officer, Subex Limited said, "Network Capex is one of the most important and strategic investments being made by telecom companies today; to keep pace with the increasingly shorter technological cycles while contending with competition from within and outside the industry. Managing network Capex, thus becomes a critical area in the overall Capex management space which would yield significant benefits and optimization opportunities. Receiving the Telecoms Award for our pioneering ROC Asset Assurance solution in this space is a significant achievement and we are elated with this positive validation. This milestone encourages us to continue to challenge ourselves to keep on adding more value to our customers."

Subex's ROC Asset Assurance solution provides a Capex control framework to operators which provides Capex tracking, controls and recommendations for optimization opportunities. It operates across the complete lifecycle of Network Capex and assets and



provides a progressive way for operators to achieve the highest level of maturity in Network Asset Management.

Subex chairs the Asset Management group in TM Forum and is also a part of an ongoing catalyst in the group. John Brooks, the Vice President of Product Management at Subex is the project lead for the Asset Management group in TMF and significant work is being done to drive the telecom industry towards CAPEX Optimization including the recent industry report.

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 was awarded the 'Best Security / Fraud Solution' at Total Telecom's Prestigious Carriers World Awards 2015 and has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2015 along with Mobily; 2014 with Telstra Global; 2012 with Idea Cellular for Managed Services and 2011 with Swisscom for Fraud Management. Subex has been ranked 'Top 10 companies to watch out for in 2015' and also 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'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

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