Subex Limited
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July 29, 2016

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release- Subex to speak at CANTO's 32nd Annual Conference and Trade Exhibition

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 July 29, 2016

Thanking you.

Yours truly,
For Subex Limited

SUBEX LIMITED ★ BANGALORE-560 103 ★

Ganesh K V
Chief Financial Officer, Global Head-Legal and Company Secretary

Encl: As above.

Press release

For Immediate Release **July 29, 2016**

Press contact Sandeep Banga
Senior Specialist Product Marketing and Communications
+91 99168 24122
sandeep.banga@subex.com

Subex to speak at CANTO's 32nd Annual Conference and Trade Exhibition

Denver, US – Subex Inc., a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), will be speaking and exhibiting at the **32nd Annual Conference and Trade Exhibition organized by CANTO**, which will be held in **San Juan**, Puerto Rico from the **31st July – 05th of August, 2016**.

Innovations like Mobility, Cloud Computing, Social Networks and Big Data have changed the way businesses are being run. As operators venture into next-generation services and content-driven service environments, Revenue Assurance becomes more challenging and critical. Adding to operators' woes is the ever increasing complexity of the network elements that gives rise to newer types of fraud each day. Moreover, Communication Service Providers (CSPs), have to deal with an enormous volume of data. In order to effectively use this data to improve and optimize business processes, CSPs need analytics & insights to derive actionable intelligence out of it.

In line with this, Mr. John Brooks – Vice President, Product Management at Subex will be presenting on the topic of "**Customer Journey Analytics**", at the event.

Subex will also be exhibiting its brand new powerful analytics offering - ROC Insights. Based on Subex's two decades of B/OSS expertise, telecom domain and telecom analytics experience, ROC Insights is a next generation analytics solution which provides CSPs with a unique approach to solving the problem with data growth. The solution's capability to harness available operational data that service providers have and transform it into actionable intelligence for their perusal – all in near real time, plays an important part in delivering Business Optimisation to CSPs.

Subex will also be demonstrating its Revenue Analytics and Cost Analytics solutions at the event at **booth # 40**.

SUBEX LIMITED, BANGALORE-560 103

Press release

Schedule a meeting with us to get an insight about our offerings or please walk in to our booth. To schedule a meeting visit http://www.subex.com/schedule-a-meeting-at-canto-32nd-annual-meeting/

- Ends -

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 2016 for Security & Assurance" and in 2013 for Business Intelligence & Analytics; Capacity Magazine Best Product/ Service Award 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award in 2016 with BTC Botswana; 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.

**Total Telecom Top 500 Telecom Brands, 2015*

#Forbes' Global 2000 list, 2015

For more information please visit www.subex.com