

May 13, 2016

To
BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

Sub: Press Release-Subex awarded Pipeline Innovation Award 2016 for Security & Assurance

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 May 13, 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

May 13, 2016

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Subex awarded Pipeline Innovation Award 2016 for Security & Assurance

Declared winners in 'Innovations in Security & Assurance' category

London, UK – Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), has announced that it has been adjudicated winner at the prestigious Pipeline Innovation Awards 2016 in the 'Innovations in Security & Assurance' category.

The Innovation Awards program provides the highest level of objective endorsement for innovations and thought leadership in the information, communications and entertainment (ICE) industry. This year there were hundreds of nominations from over 10 categories of technical innovation, from which a select group of finalists were identified and presented to Pipeline's exclusive industry judging panel comprising of key executives from leading service provider, technology investment firms and influential industry analysts. Service provider judges included key technical executives from BT, Comcast, Time Warner Cable, and Vodafone.

"This year's awards submissions were exceptional and illustrated the height of technical innovation. Subex's submission was particularly impressive and demonstrated how their ROC solutions protects service providers operations, revenues, and business from error, fraud and malicious attack," said **Scott St. John, Executive Editor Pipeline magazine**. "Innovators like Subex are leading the way, helping operators leverage their investment in technology, secure their business and help them bridge major operational gaps within their organization and provides a higher level of visibility and control."

Ashwin Chalapathy, Chief Technology Officer & Head of Service Delivery, Subex Ltd. said "It is a moment of pride for us to receive the prestigious 2016 Pipeline award - a fantastic platform to showcase our innovation and technical excellence to the industry. Over the years, we've been known for our thought leadership and excellence





in the Security and Assurance domain and this award further validates our expertise in the area.”

“With a strong background in the area of security and assurance, we have been able to build an effective IoT Security solution that addresses the intricate challenges of securing a network of connected devices. Furthermore, in the area of Asset Assurance, our solutions have been helping operators effectively assure their network CAPEX, which is a key strategic investment in today’s age. Receiving the Pipeline Award for our work is a significant achievement and we are thrilled to be adding this new feather to our cap. This milestone encourages us to continue to challenge ourselves to keep on adding more value to our customers”, he added.

Subex IoT Security Solution is a real-time, proactive, affordable and scalable security solution designed to protect your customers, brand and devices from security breaches. The solution is built to address compromises in IoT Security that can lead to severe repercussions. Securing connected devices is no longer an option, but a necessity and Subex provides the perfect solution to secure your device, brand and customers.

ROC Asset Assurance is one-of-its-kind Telecom Asset Lifecycle Management solution which provides framework and controls to manage Network Capex efficiently. Tying the financial parameters of the assets to its current utilization and location creating a 360° view of the asset, it can validate request for Capex spend, generate accurate reports for audits, calculate return on assets, generate free cash flow by identifying end-of-life assets for monetization. In addition, through Network Intelligence and advanced analytical techniques, it simplifies field audits, provides near real-time capacity views and provides recommendations to optimize network utilization.

-Ends-

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 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 visit www.subex.com

