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August 31, 2021

To  
The BSE Limited  
The National Stock Exchange of India Limited

Dear Sir/Madam,

**Sub: Press Release- Subex extends strategic partnership with Robi to support their 5G ambitions**

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.

Thanking you.

**Yours truly,  
For Subex Limited**

  


**G V Krishnakant  
Company Secretary & Compliance Officer**

**Subex Limited**

CIN - L85110KA1994PLC016663

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## **Subex extends strategic partnership with Robi to support their 5G ambitions** To upgrade its existing iRAFM deployment

**31<sup>st</sup> August 2021, BENGALURU** – Subex, a pioneer in enabling Digital Trust, announced that it has extended its partnership with Robi to upgrade its existing integrated Revenue Assurance and Fraud Management (iRAFM) system. Through this upgrade, Robi will now leverage the AI/ML capabilities of Subex's Revenue Assurance and Fraud Management solutions to tackle new-age telecom threats in the region and deliver a superior customer experience as it looks to provide services built on 5G.

Robi is one of the largest telecom operators in Bangladesh with over 47 million subscribers and is the first company to launch a 4.5G service with a network covering 7400 sites (99% of Thanas) in Bangladesh. As part of their vision to continually enable a robust and secure digital ecosystem, Robi has been at the forefront of mobile innovations in the region by providing various digital services, including mobile education and mobile financial services that support the socio-economic development in the country. Towards this vision, Robi has expanded its strategic partnership with Subex to further strengthen its risk management capabilities to launch innovative 5G services in the region while ensuring the highest quality of service.

Subex's integrated Revenue Assurance and Fraud Management system will help Robi eliminate the complex fraud and security threats brought on by the 5G ecosystem and will provide the necessary scalability to meet expansion requirements that might occur in the future. With advanced AI/ML capabilities, the system allows for real-time and accurate detection of threats that minimizes business risks associated with 5G networks.

With Subex's AI-enabled revenue assurance and fraud management solution, Robi will be able to:

- ✓ Ensure faster time-to-market, ease-of-use, and reduced costs.
- ✓ Roll out new 5G services to customers quickly while maintaining the quality of service.
- ✓ Leverage Subex's artificial intelligence capabilities to get real-time customer insights.
- ✓ Increase scalability and flexibility to handle the evolving fraud landscape and improve ROI from new 5G services.

"Through a long-standing partnership covering six years, Subex has been a trusted partner for Robi. Across this partnership, Subex has been a part of Robi's vision to be at the forefront of facilitating digital transformation in Bangladesh as more users access smartphones and mobile technology for multiple needs ranging from education to banking. By upgrading to the latest version of iRAFM, Robi can now leverage the solution's state-of-the-art capabilities built on AI/ML to ensure 5G-readiness. We are proud to be part of Robi's journey, and we look forward to many more years as their Digital Trust partner," **Shankar Roddam, Chief Operating Officer and Whole-Time Director, Subex**, said.

Commenting on the partnership, **Dr. Asif Naimur, CIO, Robi**, said, "At Robi, we are committed to building a digital mindset, as we look to provide Bangladesh with the latest technology services and a superior customer experience. As we continue on this path and look to bring new services on 5G, it was essential for us to have the right partner on board to facilitate this journey. Our experience of working with Subex and the technical strength of their iRAFM solutions made them the partner of choice. The team has shown extreme diligence throughout the engagement and consistently delivered value to our company with their domain expertise, enhanced processes, reporting methodologies, and improved coverage. The commitment and approach of Subex's Managed Services team at various stages of our relationship have helped us derive a



considerable ROI. We are confident that Subex's services and solutions will continue to deliver value to our organization and customers."

**About Subex:**

Subex is a pioneer in enabling [Digital Trust](#) for businesses across the globe.

Founded in 1994, Subex helps its customers maximize their revenues and profitability. With a legacy of having served the market through world-class solutions for business optimization and analytics, Subex is now leading the way by enabling all-around Digital Trust in the business ecosystems of its customers. Focusing on risk mitigation, security, predictability, and intelligence, Subex helps businesses embrace disruptive changes and succeed with confidence in creating a secure digital world for their customers.

Subex leverages its award-winning product portfolio in areas such as Business Assurance and Fraud Management and enhances them with the power of AI/ML to help CSPs reduce risk, combat fraud, and thereby ensure profitability.

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](http://www.subex.com).

**In case of any queries, please reach out to-**

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**About Robi:**

Robi is the second largest mobile network operator in Bangladesh with 51.8Mn subscribers, out of which close to 20 mn are 4G subscribers, as of end of June 2021. It is the first company to launch 4.5G service in all the 64 districts of the country. It is the first mobile operator in the country to deploy 4.5G technology in 100% of its network sites across the country.

The company has introduced many first of its kind digital services in the country and has been the pioneer for paving the way in taking mobile financial services to the underserved communities in the rural and semi-urban areas. It is the only mobile operator in Bangladesh to have successfully conducted the trial run of 5G and the first operator to have launched Voice over LTE technology on its 4.5G network.

<https://www.robi.com.bd/>

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