September 09, 2021

To
The BSE Limited
The National Stock Exchange of India Limited

Dear Sir/Madam,

**Sub: Press Release- Subex rebrands IoT and OT Cybersecurity product as Sectrio**

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 Krishnakanth
Company Secretary & Compliance Officer

# Subex rebrands IoT and OT Cybersecurity product as Sectrio

*Conclusion of the rebranding exercise announced; new website launched to showcase capabilities and strengths*

**9$^{TH}$ September 2021, BENGALURU** – Subex today announced the completion of the rebranding exercise of its Internet of Things (IoT) and Operational Technology (OT) cybersecurity product Subex Secure. Subex Secure will henceforth be called **Sectrio**. The move comes in the wake of Sectrio gaining significant market traction powered by an exponential increase in the capabilities of its award-winning product portfolio.

Subex also felt the need to create a unique identity for its stack of IoT and OT cybersecurity offerings as its customers, prospects, and partners had started looking for specific information across these areas.

Subex Secure had created a name for itself in the IoT and OT cybersecurity space, winning critical cyber protection deals worldwide. The division is presently running one of the largest IoT and OT-focused threat intelligence gathering facility in the world. Such unparalleled strengths, R&D capabilities, and market traction catapulted Sectrio to the list of top IoT and OT cybersecurity products globally, as per various analysts and other sources*.

With the conclusion of the rebranding exercise, Sectrio will continue to expand its capabilities and strengthen its growth narrative. The name change also reflects the focus Sectrio brings in driving a multi-dimensional cyber resilience strategy through unique cyber protection approaches, industry-specific threat intelligence, unified protection to diverse digital ecosystems on one platform. It also represents an increase in the depth and richness of its offerings.

"The new brand identity is a reflection of our growing aspiration, strengths, and capabilities. As an innovation-focused company, we take pride in what we have achieved so far. At the same time, we continue to embrace new paradigms and surpass new milestones in our ongoing journey towards securing the Digital world. While the identity is new, what doesn't change is the unwavering focus we bring in protecting the critical digital business assets of our customers," said **Vinod Kumar, Managing Director, and CEO, Subex**.

Check out our new website here

Visit our resource library to access the latest malware and threat landscape reports.

**Book a free demo** to see Sectrio's products around IoT security, IoT-OT-IT converged security, 5G security, and the individual modules around vulnerability management, threat management, threat intelligence, and micro-segmentation in action.

*\* Sectrio was awarded the IoT Security platform of the year award by Compass Intelligence in 2019. Sectrio was placed in the top cybersecurity vendors under 5 categories by the Data Security Council of India. Sectrio was also a finalist at the Global Telecom Awards, 2020, Pipeline awards 2021, IoT Virtual World awards 2020 and more*

**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 IoT, OT, 5G and converged cybersecurity, Business Assurance and Fraud Management and enhances them with the power of AI/ML to help businesses across verticals improve their cybersecurity posture, secure infrastructure, reduce risks and cyber threats and operate with a high degree of business assurance.

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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