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April 12, 2024

The Secretary
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The Secretary
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Dear Sir/Madam,

Sub: Press Release

Please find enclosed the Press Release titled “Tier 1 APAC Operator Selects Subex for AI-Driven Business Assurance” being issued by the Company.

Kindly take the same on record.

Thanking you

**Yours truly,
For Subex Limited**

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

Encl.: as above

Subex Limited

CIN - L85110KA1994PLC016663

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Tier 1 APAC Operator Selects Subex for AI-Driven Business Assurance

[April 12, Bangalore] – Subex, a telecom AI company known for enabling connected experiences, has announced a deal win with a leading telecom operator in the APAC region. This deal, signed by Subex (Asia Pacific) Pte Ltd, (wholly owned subsidiary of the Company) leveraging Subex's advanced Business Assurance solution on HyperSense, marks the continuation of a productive alliance that spans over 15 years, building on the ROC Revenue Assurance system's success.

The operator is poised to emerge as a visionary leader in telecom technology, striving to deliver unparalleled 5G connectivity, integrated solutions, and an enhanced customer experience. This ambition is supported by the partnership with Subex, aimed at enhancing service quality and providing superior connectivity and integrated solutions.

This initiative is expected to transform the operator's approach to Business Assurance. Utilizing Subex's AI-based solutions, the operator plans to enhance its assurance capabilities significantly, address a wider array of risks, and elevate its operational maturity. It's a strategic step designed to proactively manage risks, particularly those emerging in the evolving 5G landscape, enabling rapid innovation and growth in the digital ecosystem.

As telecommunications services expand, they now offer comprehensive bundles that combine traditional offerings like voice, SMS, and data with modern features such as content streaming, financial services, devices, utility management, e-commerce, and travel reservations. This expansion has led to a complex network of connections, dependencies, contractual relationships, service coordination, partner ecosystem management, and revenue models that span both retail and enterprise services. This complexity introduces various risks affecting customer satisfaction, revenue, brand reputation, costs, and the stability of partnerships.

Subex's AI-driven solution, designed specifically for the Tier 1 APAC operator, seeks to address both conventional and emerging risks within this intricate network of interdependent services and revenue streams developed with digital partners. The solution provides advanced capabilities for swift integration, management, and analysis of both retail and enterprise operations. Moreover, this AI-first approach navigates through the complex web of data and services to offer insights and recommendations on risks, revenues, customer and partner impacts, thereby making a significant contribution to both the top and bottom lines.

Nisha Dutt, CEO of Subex, commented, "Subex is thrilled to partner with the leading APAC operator on this transformative journey. Our AI-driven Business Assurance solution is set to redefine the operator's approach to assurance and risk management. This partnership underscores our commitment to future resilience, growth, and the acceleration of innovation in the 5G era. We are honored to support the operator's vision, ensuring their status as a trusted provider of digital solutions and fostering meaningful connected experiences for their consumers. This long-term partnership is a strategic move towards synchronizing business and IT goals, boosting operational efficiency, and establishing the operator as a premier entity in the digital telecom domain.