



☎	+91 80 3745 1377
✉	info@subex.com
🌐	www.subex.com

June 30, 2025

BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street,
Mumbai- 400 001
BSE Scrip Code: 532348

National Stock Exchange of India Limited
Exchange Plaza, 5th Floor, Plot no. C/1
G Block, Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
NSE Symbol: SUBEXLTD

Dear Sir/Madam,

Sub: Press Release

Please find enclosed the Press Release titled ‘**Subex Launches FraudZap™ – A Lightweight Fraud Detection Platform – Debuts with Handset Fraud Use Case**’ being issued by the Company.

This information will also be hosted on the Company’s website, at www.subex.com.

You are requested to kindly take the above information on record.

Thanking you

Yours faithfully,
For **Subex Limited**

Ramu Akkili
Company Secretary & Compliance Officer

Subex Limited

CIN – L85110KA1994PLC016663

Registered Address : Pritech Park - SEZ, Block-09, 4th Floor B Wing
Survey No. 51 to 64/4, Outer Ring Road, Bellandur Village, Varthur Hobli, Bengaluru - 560 103. India



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Subex Launches FraudZap™ – A Lightweight Fraud Detection Platform – Debuts with Handset Fraud Use Case

Bengaluru, India – June 30, 2025: Subex, world's leading Business Assurance and Fraud Management player, today announces the launch of FraudZap™, a lightweight, AI-powered fraud detection platform designed to help Telecom Operators combat fast-evolving fraud with unmatched speed and agility. The platform's first out-of-the-box use case targets the growing threat of **Handset Fraud**, one of the most pervasive challenges for telcos currently.

In today's hyper-connected and commerce-driven telecom world, fraud is no longer static. It's shapeshifting - driven by new commerce models, devices, and digital behaviors. Traditional fraud systems were built for fixed playbooks, but fraud today resembles a new equation:

$$\text{Fraud} = (\text{Velocity} \times \text{Creativity}) / \text{Detection Latency}$$

The faster fraud evolves and the more inventive it gets, the less effective legacy systems become - especially when detection lags.

That's where FraudZap™ comes in.

Built for agility, speed, and precision, FraudZap™ offers targeted fraud controls with minimal TCO, zero AI build-up time, and near-zero deployment effort - on cloud, on-prem, or as-a-service. Its modular design allows CSPs to deploy single-use fraud controls within days, not months.

Why now?

Even operators with existing fraud management systems are challenged by the tech velocity of new scams. MVNOs, smaller telcos, and operators relying on homegrown setups are especially vulnerable - unable to match the speed and sophistication of new-age fraud. FraudZap™ offers them a leapfrog path to modern fraud defense, without re-platforming or long transformation cycles.

The Handset Fraud use case addresses both POS and online device sale channels, detecting patterns like fake identities, reseller collusion, device flipping, and more. It combines real-time rules with continuously learning AI/ML models, enabling operators to flag risks and act - instantly.

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Nisha Dutt, MD & CEO of Subex, says:

"FraudZap™ is our answer to a world where fraud morphs faster than traditional systems can adapt. We're giving telcos - especially the underserved ones - a way to fight back, fast. This isn't about heavy platforms. It's about surgical precision, smart intelligence, and speed."

Harsha Angeri, VP – AI & Corporate Strategy of Subex, added:

"With FraudZap™, telcos don't have to choose between sophistication and simplicity. It's a plug-and-play AI system that evolves with fraud, deploys in days, and delivers intelligence out-of-the-box - before it's too late."

FraudZap™'s **Handset Fraud** module is available for immediate deployment. Additional plug-and-play fraud scenarios will be released in the coming months.

About Subex

Subex is a telecom AI solutions company enabling Communications Service Providers (CSP) across the globe to create connected experiences for their customers. Founded in 1994, Subex has spent over 30 years helping CSPs maximize their revenues and profitability. With a legacy of having served the market through its world-class solutions for business optimization and analytics, Subex is now leading the way by leveraging AI to create connected experiences in the business ecosystems of its customers. Through their HyperSense line of offerings, Subex empowers communications service providers and enterprise customers to make faster, better decisions by leveraging AI across the data value chain.

Subex leverages its award-winning product portfolio in areas such as Business Assurance, Fraud Management and Wholesale Revenue Management 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 100+ countries.

For more information, visit www.subex.com

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