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June 20, 2025

BSE Limited

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Dalal Street,
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BSE Scrip Code: 532348

National Stock Exchange of India Limited

Exchange Plaza, 5th Floor, Plot no. C/l
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 Redefines Intelligence in Revenue Assurance & Fraud Management with Embedded GenAI**' 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 Redefines Intelligence in Revenue Assurance & Fraud Management with Embedded GenAI

Bangalore, India – June 20, 2025 – Subex, a global leader in AI-native telecom solutions, today announced a major leap forward in telecom intelligence with the integration of Embedded Generative AI (GenAI) into its HyperSense Revenue Assurance & Fraud Management (RA & FM) platform. This marks a foundational shift in how telecom systems operate: moving from static configuration to dynamic, AI-driven reasoning.

From Tools to Intelligence That Grows with You

HyperSense is no longer just software - it's an evolving intelligence engine. By embedding GenAI into the platform's core, Subex enables HyperSense to continuously learn, adapt, and unlock new use cases as foundational AI models advance.

"This launch sets a new benchmark," said Nisha Dutt, MD & CEO of Subex. "HyperSense now learns as fast as AI itself - keeping pace with the growing complexity of telecom products, threats, and operations. Our goal is to give telcos not just a tool, but a thinking system that evolves alongside them. And this is just the beginning - we're building a roadmap where AI becomes a core partner in every assurance and risk decision."

Designing for an AI-Native Future

With GenAI natively embedded - not bolted on - HyperSense moves beyond dashboards and rules. It engages in real-time reasoning, making intelligence accessible to frontline teams, analysts, and business users without needing to write a single line of code.

"This is the shift from configuration to cognition," said **Harsha Angeri**, VP – AI at Subex. "We're enabling systems that understand context, surface what matters, and act - making assurance and fraud management faster, smarter, and radically more intuitive."

Subex's vision is clear: to build an AI-native future where intelligence is embedded, explainable, and always evolving—starting with RA & FM and extending across the telecom enterprise.

For more information, visit www.subex.com

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