

November 19, 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/I
G Block, Bandra-Kurla Complex
Bandra (E), Mumbai - 400 051
NSE Symbol: SUBEXLTD

Dear Sir/Madam,

Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Press release

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015 (“Listing Regulations”), please find attached herewith a press release titled ‘Subex Announces Launch of Its Refreshed Brand Identity’.

Kindly take the same on record.

Thanking you,

Yours faithfully,
For **Subex Limited**

Ramu Akkili
Company Secretary & Compliance Officer

Encl: as above

Subex Announces Launch of Its Refreshed Brand Identity

Bangalore, India - November 19, 2025: Subex Limited, a global leader in Telecom AI Solutions, today announced the launch of new brand identity, reflecting the company's bold ambition to lead in the AI-powered telecom era with clarity, confidence and purpose.

What Has Changed:

While the Subex name remains unchanged, the refreshed identity introduces:

- **A new logo** symbolizing the convergence of business and technology, and Subex's commitment to trusted outcomes and forward progress
- **A modern visual system** reflecting clarity, precision, and innovation
- **A renewed brand aspiration** aligned to enabling secure, seamless, and intelligent digital experiences for telecom operators



At the heart of the rebrand lies our winning aspiration that defines the **Subex 2.0 ethos**:

- **Fearless** – Enabling Operators to address the risks before they occur through business assurance, so they can confidently launch new offerings aligned to customer intent
- **Seamless** – Empowering customers to build and manage B2B2X relationships and deliver frictionless experiences
- **Fraud-Free** – Detecting and preventing frauds across every digital journey

Nisha Dutt, MD & CEO, Subex, said:

“This refreshed identity marks the start of Subex’s future-facing journey. We are bringing an AI-native portfolio to the market, anchored in our deep telecom domain knowledge. It is a bold reset that positions us to lead the next wave of intelligence-driven networks.”

Commitment to Customers:

While the brand evolves, Subex's core commitment remains unchanged: delivering measurable business outcomes to CSPs through AI-powered Business Assurance, Fraud Management, and Partner Ecosystem Management strengthened by Managed Services and Domain Consulting. The rebrand is the next milestone in a journey that began with securing revenues and now expands to **powering intent-driven experiences**.



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About Subex

Subex is a telecom AI solutions company enabling Communications Service Providers (CSPs) across the globe to deliver connected experiences to their customers. Founded in 1994, Subex brings over 30 years of expertise in helping CSPs maximize revenue and profitability. With proven expertise in business optimization and analytics, Subex is at the forefront of leveraging AI to build intelligent connected ecosystems for its customers.

Anchored in its brand ethos of **Fearless, Seamless, and Fraud-Free**, Subex helps operators manage risks, ensure frictionless operations through AI-led automation, and safeguard trust across every interaction. Its award-winning portfolio spans Business Assurance, Fraud Management, and Partner Ecosystem Management, enabling CSPs to mitigate revenue leakage, combat emerging fraud, and strengthen partner settlements in an AI-native environment.

Complementing its products, Subex provides scalable Managed Services and specialized Business Consulting. Today, Subex powers over 300 installations across 100+ countries. For any media queries, please contact:

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