

September 10, 2013

To,

The Manager – Listing
National Stock Exchange of India Limited
Exchange Plaza, Bandra – Kurla Complex
Bandra (East)
Mumbai – 400 051

Dear Sir/ Madam,

SUB: REVISED PRESS RELEASE

We had made a press release earlier today titled **“TM Forum names Subex’s John Brooks as Project Lead for its new Asset Management Project”**. However due to certain unavoidable circumstances the same was required to undergo a change. As such please find enclosed the revised press release. We regret any inconvenience caused in this regard.

Kindly broadcast the same on your website on September 10, 2013.

Thanking you,

Yours truly,
For Subex Limited



Hemalatha N
Associate Company Secretary
ENCL: As above.



For Immediate Release**September 10, 2013**

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**TM Forum names Subex's John Brooks as Project Lead for its
new Asset Management Project**

London, UK - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), is proud to announce that TM Forum's Strategy & Adoption Subcommittee has appointed John Brooks, Vice President - Product Management of Subex as Project Lead for the new Asset Management project.

With over 900 member companies, TM Forum is the largest global trade association focused on bringing together the digital ecosystem, including communication service providers, digital service providers and enterprises, with the goal of enabling an open digital world. The TM Forum Asset Management project deals with network capex management and asset optimization which helps network providers enhance annual capital savings.

As project leader, John will be responsible for targeting deliverables and guiding the project activities for the work period leading up to the release of TM Forum's Framework 14, slated for release next year. John will be responsible for coordinating Catalyst projects for TM Forum's Asset Management project and additionally will assign responsibilities and serve as a point of contact for introducing new companies into the Forum as well as produce promotional material to demonstrate the group's work.

Steven Cotton, Director, Business Assurance Programs, TM Forum said, "I am pleased to announce that TM Forum's Strategy and Adoption Subcommittee of TM Forum's Board of Directors has appointed John Brooks of Subex as Project Lead for the new Asset Management project. John is an old hand in the Business Assurance Programs, having been the inaugural Lead of the Fraud Management work in 2010. We wish him the very best."

John Brooks, Vice President- Product Management, Subex said, "It is an honour to be selected again by TM Forum for a project leadership role. I am excited to be appointed the leader of the new Asset Management Project, and thrilled to see that TM Forum

recognises the growing need for leadership and guidance in the Asset Management domain. With billions of dollars flowing annually from most large operators into network assets growth, being able to lead the creation of industry best practices for Asset Management, as it fits neatly into the widely recognized Framework model, is a tremendous opportunity.”

- Ends -

About TM Forum

With over 900 member companies, TM Forum is the largest global trade association focused on bringing together the digital ecosystem, including communication service providers, digital service providers and enterprises, with the goal of enabling an open digital world. The Forum delivers a wealth of knowledge and practical tools, including unique research, best practices and standards. Our members collaborate to rapidly solve business issues in critical areas, such as business process optimization, big data analytics, cloud management, customer experience management and security.

The Forum has four key roles—to Inform, Innovate, Accelerate and Optimize—and provides a neutral and open platform for collaboration between service providers, enterprises and their suppliers to overcome the barriers to an open digital economy. For more information about TM Forum, visit www.tmforum.org

About Subex Limited

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimisation - thereby enabling them to improve their operational efficiency to deliver enhanced service experiences to subscribers.

The company pioneered the concept of a Revenue Operations Center (ROC®) a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions such as revenue assurance, fraud management, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Revenue Assurance and Fraud Management for 2 years in a row according to Gartner (2010 & 2011). Subex has also been enjoying market leadership in Business Optimisation for five consecutive years according to Analysys Mason (2007, 2008, 2009, 2010 & 2011). Business Optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has also been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan. The company has also been awarded the Global Telecoms Business Innovation Award for 2012 along with Idea Cellular and 2011 along with Swisscom for fraud management.

Subex's customers include 29 of top 50 operators* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

*Total Telecom Top 500 Telecom Brands, 2013
#Forbes' Global 2000 list, 2013



Press release



For more information please visit www.subex.com

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