

October 28, 2014

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

Dear Sir/Madam,

Sub: Press Release

As per clause 36 of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on October 28, 2014.

Thanking you.

**Yours truly,
For Subex Limited**



**Aarthi Rajendran
Associate Company Secretary**



Encl: As above.

For Immediate release**October 28, 2014**

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Subex hosts 2014 Global User Conference at Istanbul, Turkey

More than 150 operators from 52 countries to Connect, Communicate and Collaborate during the two-day event

BANGALORE, INDIA - Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs) announced that it will be hosting the 2014 edition of its Global User Conference from 5th to 6th of November, 2014 at Istanbul, Turkey. The 2014 User Conference comprises of more than 150 delegates from leading wireless and wireline operators from over 52 countries.

Gerd Leonhard, Futurist, Author, Think-Tank Leader & Strategist and Michael Rimkus Vice President, Internal Audit & Risk Management at T-Mobile US are esteemed keynote speakers for the event. The conference is being Chaired by Eric Priezkalns, Co-founder of talkRA. Independent speakers include Alex Leslie, Publisher of Billing Views and Dave Huras, President of CFCA. The 2 day conference will showcase 12 customer presentations and case studies and debate on current industry topics related to assurance and CapEx optimisation through roundtable and panel discussions.

The 2014 Subex User Conference: "Connect, Communicate, Collaborate" will provide the perfect stage for the industry to understand current market dynamics and challenges. An annual property, the User Conference provides customers with an excellent opportunity to engage and learn from collective experiences while sharing best practices and feedback.

Vinod Kumar, COO, Subex Ltd. said, "The Annual Subex User Conference is an ideal platform to meet, interact and collaborate with our customers on collectively improving the global telecom landscape, towards inclusive growth. The roster of industry leaders who have so graciously decided to share their time, knowledge and wisdom with all of us is truly humbling. The number of operator registrations this year



has been a record high (over 150), and we look forward to two days of enriching sessions and welcome all our customers and partners to Istanbul.”

Helpful Links

- Subex [website](#)
- Register for the Subex User Conference 2014 [here](#)
- Join the Conversation on #SUBEXUC on [Twitter](#) / [Blog](#)
- Stay Connected with Subex on [LinkedIn](#)
- More details on the #SUBEXU [here](#)

- Ends -

About Subex Limited

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business and Capex 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 with 30 + customers.

Subex has been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013. Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 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, 2014

For more information please visit www.subex.com

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