

May 15, 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 May 15, 2014

Thanking you.

**Yours truly,
For Subex Limited**



Hemalatha N
Associate Company Secretary



Encl: As above.

For Immediate Release**May 15, 2014**

Press contact Mansi Chouhan
Director– Marketing
+91 80 66968957
mansi.chouhan@subex.com

Subex and Telstra awarded the prestigious Global Telecoms Business Innovation Awards 2014 under the 'Business Service Innovation' category

London, UK – Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), announced that it has been awarded the Global Telecoms Business Innovation (GTB) Awards 2014 along with Telstra Global in the 'Business Service Innovation' category for Unified Billing operations using ROC Partner Settlement.

This is the third time Subex has won the prestigious GTB Innovation Awards. The Global Telecoms Business Innovation Awards have been in existence since 2007 and recognizes innovations that contribute to improved business efficiencies in the telecoms world.

Subex and Telstra Global entered into a strategic partnership program with the objective of successfully implementing a platform to support enterprise billing along with the ability to support billing of multiple countries on the same platform and partition of data separately for security and business purpose. The solution provided the operator with a robust functionality, enabling a unified billing/settlement processes across all countries of operation.

Vinod Kumar, Chief Operating Officer, Subex, said, "This is a matter of great pride and honour for us to be awarded the Global Telecoms Business Innovation Award. The award reinforces our strong commitment towards our customers and is testament of our core value of continuous innovation to keep up with the changing needs of the industry."

With more than 60 global installations, ROC Partner Settlement solution enables CSPs to quickly and accurately settle charges with their network and content partners. The solution's flexibility, scalability and ease of use enable operators to manage complex interconnect billing and agreements efficiently and accurately. Subex was also recently awarded the prestigious Global Carriers Awards 2013 by Capacity Magazine for ROC Partner Settlement solution.

To know more about the ROC Partner Settlement solution, download the "Wholesale Systems for Advanced Services" survey conducted by Subex along with Technology Research Institute (TRI) and Global Settlements Carrier Group (GSC).

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 for 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, 2013

For more information please visit www.subex.com

