Subex Limited
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March 1, 2012

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 31(e) of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

Kindly broadcast the same on your website on March 1, 2012.

Thanking you

Yours truly,
For Subex Limited

SUBEX LIMITED ★ BANGALORE-560 037 ★

Vinay M A
Assistant Company Secretary

ENCL: As above.

Press release

For immediate release **March 1, 2012**

Press contact Mansi Chouhan
Manager – Corporate Communications
+91 80 6659 4157
mansi.chouhan@subex.com

Avea Turkey selects ROC® Revenue Assurance from Subex

Subex wins competitive bid to provide its industry leading ROC Revenue Assurance solution to Turkish mobile operator

LONDON, UK - Subex Ltd, a leading global provider of business support systems (BSS) for Communications Service Providers (CSPs), announced that it has won a competitive bid to provide its Revenue Operations Centre (ROC) Revenue Assurance solution to Avea, Turkey. Avea is the sole GSM 1800 mobile operator and the youngest operator of Turkey, founded in 2004.

Gantek, a leading Systems Integrator in Turkey has also been involved by supporting the deployment and playing a large part in leading the project integration. After a competitive bid process, Avea chose Gantek and Subex to deliver their ROC Revenue Assurance solution.

ROC Revenue Assurance from Subex provides continuous monitoring and revenue protection, and is designed to detect not only potential revenue loss, but also to assist operators with the investigation, diagnosis, and recovery of these revenues and with their on-going protection. It is highly effective in both the traditional circuit-switched and next-generation, packet-switched service environments; scalable enough to serve operators large and small; and flexible enough to support Revenue Assurance practices as they expand and mature.

"The most important thing in Revenue Assurance is the awareness created within the organization by the Revenue Assurance Group," said Cahit Erdogan, Revenue Assurance Department Manager of Avea. "Processes, way of doing business and communication changes drastically within the progress, which brings the consciousness of revenue assurance to the company culture. In order to keep this awareness alive and continuous, it is important to support the process and business results with a revenue assurance tool. As Avea we experienced the positive outcomes of having a revenue assurance tool after Subex Moneta (ROC Revenue Assurance) implementation. The difference

SUBEX LIMITED ★ BANGALORE-560 037 ★

Press release

between existence of a dependable tool and its absence is like the difference between one and zero. Our business results encourage us to invest more in our revenue assurance business."

Sudeesh Yezhuvath, Chief Operating Officer, Subex Ltd. said, "We are pleased to have been chosen by Avea to provide our industry leading ROC Revenue Assurance solution, which will provide continuous monitoring and revenue protection to the operator."

- Ends -

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 Optimization - 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 enable revenue assurance, fraud management, data integrity management, cost management and interconnect / inter-party settlement. Subex also offers a scalable Managed Services program and has been the market leader in Business Optimization for four consecutive years. Subex has been awarded the Global Telecoms Business Innovation Award for 2011 along with Swisscom for industry's first successful Risk Reward Share model for fraud management.

Subex's customers include 16 of top 20 wireless operators worldwide* and 26 of the world's 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

*RCR Wireless list, 2010
#Forbes' Global 2000 list, 2010

For more information please visit www.subex.com

About Gantek

Dedicated to the principles of corporate governance along with 24 years of experience in Information and Communication Technologies (ICT), Gantek provides solutions in Turkey and the Region as the leading Systems Integrator.

Investing continuously in R&D for the past 11 years, Gantek is positioned as one of the most innovative ICT companies in the Region. The company provides focused solutions such as, Number Portability, Revenue Maximization and Value Added Services (VAS) for telecommunications sector, Risk Management solutions for finance sector and video, imaging, graphics applications for defense sector. The Company also provides, data storage, virtualization, outsourcing, industrial automation, marine electronics, fleet management, system & infrastructure solutions and support services.

SUBEX LIMITED ★ BANGALORE-560 037 ★

Press release

With highly professional workforce and key strategic partnerships, Gantek is enabling effective solutions based on its long-term collaboration with all mobile and fixed-line operators and leading finance institutions in Turkey along with telecom operators in CIS countries.

http://www.gantek.com

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