Subex Limited
Adarsh Tech Park
Outer Ring Road, Devarabisanahalli
Bangalore – 560 037 India
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July 3, 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 July 3, 2012

Thanking you

Yours truly,
For Subex Limited

SUBEX LIMITED ★ BANGALORE-560 037 ★

Ramanathan J
Vice President-Finance & Company Secretary

ENCL: As above.

Press release

For Immediate release **July 03, 2012**

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

Subex and Idea Cellular awarded the Global Telecoms Business Innovations Awards 2012

Subex awarded prestigious industry award second year in a row in the 'Business Service Innovation' category

BANGALORE, INDIA– Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), announced that it has been awarded the Global Telecoms Business Innovations Awards 2012 along with Idea Cellular in the 'Business Service Innovation' category for Fraud Management in a Managed Services format.

Last year, Subex had won the award in the Fraud Management Innovation category along with Swisscom. 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 Idea entered into a 3 years strategic partnership program with the objective of improving business and operational efficiencies through Subex's Managed Services. The engagement helped Idea focus on their core business operations while Subex monitored and controlled elements and instances of fraud.

Sudeesh Yezhuvath, Chief Operating Officer & Wholetime Director, Subex, said, "This is matter of great pride and honour for us to be awarded the Global Telecoms Business Innovation Awards second year in a row. This 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."

Subex's industry leading ROC Fraud Management solution was chosen in a Managed Services format by IDEA for Postpaid and Roaming earlier in the year. This was a fully outsourced Managed Services deal where Subex ran the operator's entire fraud management operations. http://subex.com/subex-pressrelease-subex-wins-million-dollar-managed-services-contract-for-roc-fraud-management-from-idea-cellular.html

SUBEX LIMITED ★ BANGALORE-560 037 ★

Press release

subex
powering the ROC

- 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 Revenue Assurance and Fraud Management according to Gartner (2010 & 2011). Subex has also been enjoying market leadership in Business Optimization for four consecutive years according to Analysys Mason (2007, 2008, 2009 & 2010). 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 28 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.

*GTB Carrier Guide, 2011
#Forbes' Global 2000 list, 2011

SUBEX LIMITED ★ BANGALORE-560 037 ★

For more information please visit www.subex.com

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