Subex Limited
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October 4, 2011

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 October 4, 2011.

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 **04 October, 2011**

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

Avea Turkey selects ROC™ Partner Settlement from Subex

Subex wins competitive bid to provide its ROC Partner Settlement solution to Turkish mobile operator

LONDON, UK - Subex Ltd, a leading global provider of business support systems (BSS) for communications service providers, announced today that it has won in a competitive bid to provide its Revenue Operations Centre (ROC) Partner Settlement 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.

The Subex ROC Partner Settlement (previously known as Concilia) helps operators improve efficiency through light touch and automation, accurate billing and settlement and prudent accrual provisioning. It enables operators to manage costs and revenues on interconnect agreements with domestic and international operators. Its flexibility, scalability and ease of use enable all types of operators to manage complex interconnect agreements efficiently and accurately.

The business benefits which Avea will gain from using the Partner Settlement solution from Subex include the ability to rapidly respond to changing market conditions, implementing complex Interconnect agreements, out-of-the-box next-generation support for IP and the ability to bill and settle all services from a single system. Subex ROC Partner Settlement helps operators bring new services to the market quickly, while being supported by accurate rating and tariffing. The Subex solution also provides maximum commercial flexibility because Partner Settlement supports all inter-operator business models.

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Press release

"Due to a Türk Telekom Group decision, being the mobile part of the Group, we replaced our legacy interconnection system with Subex's Partner Settlement. Although Subex's solution has various flexible and easy to use features, we are, for the time being, mainly using and quite satisfied with Bill Generation, Reconciliation and Dashboard features, to support our business in a rapidly growing and changing network and market conditions" said Nazim Efe, Billing & Charging Solutions Director of Avea.

"We are pleased to have been chosen by Avea to provide our ROC Partner Settlement solution", said Sudeesh Yezhuvath, Chief Operating Officer, Subex Limited. "Our solution will provide efficient cost management, and its flexibility, scalability and ease of use will help Avea manage complex agreements efficiently and accurately."

- 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.subexworld.com

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