Subex Limited
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February 7, 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 February 7, 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 **February 07, 2012**

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

Subex launches ROCware Product Performance Management solution

Analytics platform helps service providers monitor the performance of their newly launched products

LONDON, UK - Subex Ltd, a leading global provider of business support systems (BSS) for Communications Service Providers (CSPs), announced that it has launched its ROCware Product Performance Management solution. This new solution from Subex enables CSPs to monitor the overall health of a product, track progress against targets and make informed decisions to improve uptake and customer experience.

ROCware Product Performance Management solution enables service providers to obtain complete visibility into the product performance and quickly isolate problem areas requiring immediate attention before they affect customers. It also helps them track financial performance metrics such as ARPU, AMPU, acquisition costs, fixed and variable costs that contribute to real time monitoring of product performance and also provide the necessary elements to track progress against financial targets.

By using ROCware Product Performance Management service providers can also get near real-time visibility into detailed product KPIs, such as uptake, utilization, revenue and margin. It also includes a multi-dimensional product performance analysis which allows drilling down to market and subscriber levels. The solution's unique variable forecasting analytics and 'what-if' modeling capability allows operators to instantly see the impact on margins by altering variables. ROCware Product Performance Management solution also includes automated analysis and alerting features when performance of service provider's product violates set thresholds.

"Operators today struggle with getting visibility into product performance, taking weeks or sometimes months to understand and analyse the problem. By using Subex's ROCware Product Performance Management solution, operators can

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Press release

now understand and respond to product performance issues almost immediately," said Sudeesh Yezhuvath, Chief Operating Officer at Subex. "The ROCware Product Performance Management solution offers near real-time insight into market changes that impact an operator's product uptake and profitability. We are pleased to launch this new product that will help operators in tracking of revenues, costs and margins in real time."

The Subex ROCware Product Performance Management solution is market ready. For more information visit: http://www.subex.com/product-performance-management.html

- 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

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