Subex Limited
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February 13, 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 13, 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 **February 13, 2012**

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

Subex launches ROC® Revenue Assurance 5

Simplifies Revenue Assurance through industry-first capabilities RevenuePad and Zen, introduces Apps for Mobile Devices

LONDON, UK - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), announced that it has launched version 5 of its ROC Revenue Assurance offering. This new solution from Subex will help simplify Revenue Assurance for CSPs, and introduces two industry-first capabilities in RevenuePad and Zen.

Revenue Assurance is fast becoming an enterprise-wide tool and RevenuePad provides CSPs with such abilities, in addition to allowing them to grow the function through assistance in roadmap planning and maturity enhancement. It will also guide CSPs on which assurance areas and KPIs to cover to improve operational performance and advance along the maturity scale. RevenuePad will also be available as a mobile app for iPad, with apps for other mobile device platforms to follow soon.

Zen is a path breaking approach to help Revenue Assurance analysts fight the data tsunami. CSPs and RA analysts are trying to find the needle in the haystack and Zen is the industry's first solution that sifts through millions of records and zooms in on the problem area in a matter of seconds. This dramatically reduces the time to find root causes (by more than 90 %) and provides a substantial boost to analyst productivity, thereby helping CSPs recover revenues much faster.

"The ROC Revenue Assurance solution along with its RevenuePad and Zen capabilities will be a one-stop shop for a CSP's Revenue Assurance needs. Once again, Subex exhibited its thought leadership by setting a new direction for RA," said Sudeesh Yezhuvath, Chief Operating Officer at

SUBEX LIMITED ★ BANGALORE-560 037 ★

Press release

Subex. "Additionally, the ROC Revenue Assurance 5 Solution is mobile device enabled and can be accessed by service providers anywhere anytime. This means that they will be able to gauge the Revenue Assurance health, analyze key metrics and make important decisions on the move".

The ROC Revenue Assurance 5 solution is market ready. For more information visit: http://www.subex.com/roc-revenue-assurance-5-virtual-launch-13th-feb-2012-website-event.html

To view the launch visit: http://bit.ly/A4m9wY

- 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

SUBEX LIMITED ★ BANGALORE-560 037 ★

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