

May 19, 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 May 19, 2011.

Thanking you

Yours truly,  
**For Subex Limited**



**Ramanathan J**  
**Vice President-Finance & Company Secretary**

ENCL: As above.

For immediate release

19 May, 2011

Press contact

Mansi Chouhan  
Manager – Corporate Communications  
+91 80 6659 4157  
[mansi.chouhan@subexworld.com](mailto:mansi.chouhan@subexworld.com)

**Subex launches Version 7.0 of its industry leading Revenue Operations Centre (ROC™) Data Integrity Management solution**  
*Newest version helps CSPs enhance their operational business value even further*

**LONDON, UK** - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for Communications Service Providers (CSPs), announced that it has launched a new release of its Revenue Operation Centre (ROC) Data Integrity Management – Version 7.0. Subex's ROC Data Integrity Management (DIM) solution provides product components and repeatable processes to ensure quality and consistency of the data between the network and OSS/BSS that drives key asset tracking, capacity planning and provisioning processes.

The ROC DIM from Subex is the industry's first Data Integrity Management (DIM) solution for improving the quality of data driving key CSP processes, resulting in lower costs and higher service profitability. The solution helps CSPs enhance their operational business value by reducing capital expenditure through stranded asset recovery, reducing operational costs through increased automation and increasing revenues through first-time-right service fulfillment.

New features in version 7.0 include Event Based Discovery (EBD) which enables operators to reduce order fallout and increasing process efficiency and reducing operational costs. It also includes an update of Automatic Reconciliation Actions (ARA), which increases process efficiency through improved automation, proactive detection and correction of discrepancies. Another feature of the ROC DIM Version 7.0 is increased Scalability, Ease of Use and Compatibility, allowing operators to use the solution on a wide variety of platforms using the latest technology and achieving optimum speeds of processing.

Additional features include a thin Web-GUI client for greater ease-of-use, resulting in a positive user experience and also improved overall performance. The ROC DIM version 7.0 supports the latest in Oracle database release for



greater performance, storage capability and scalability and also supports Java enhanced Single Sign-on capability for greater B/OSS integration in the CSP environment.

"We are pleased to release the latest version of our ROC Data Integrity Management solution," said Mark Nicholson, Chief Technology Officer, Subex Ltd. "This solution has also just been shortlisted in the Best Business Solution category for the Asia Communication Awards, which is sound recognition that our ROC DIM solution is an industry leader in lowering costs and providing higher service profitability for CSP's."

The newest version of the Subex ROC Data Integrity Management is market ready.

- Ends -

#### About Subex Limited

Subex Limited is a leading global provider of Operations and Business Support Systems (OSS/BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization and Service Agility - 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 new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, data integrity management, revenue assurance, cost management, fraud management and interconnect / inter-party settlement. Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for three consecutive years.

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](http://www.subexworld.com)

#### For further information please contact:

Jessica Suranyi-Hammond at Milner LLP

Tel: +44 (0) 1473 636710

Mobile: +44 (0) 7541 989515

[jessica.suranyi@milnerllp.com](mailto:jessica.suranyi@milnerllp.com)

