Subex Limited
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November 29, 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 November 29, 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 **November 29, 2011**

Press contact Mansi Chouhan
Manager – Corporate Communications
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mansi.chouhan@subex.com

Subex reveals the results of a global operator survey on Data Integrity Management (DIM)

London, UK - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs) and *Heavy Reading,* an independent research organization conducted an in-depth global survey to understand the problems operators face with their data quality and data integrity.

The in-depth survey based on responses from 95 operators across North America, Europe, South America, Asia/Pacific, and the Middle East and Africa, highlights some critical benchmarks in the data integrity management space. It reflects how CSPs across the globe lack substantial investment in data integrity.

Poor data integrity has been a longstanding problem in carrier environments that leads to inefficiencies and expensive manual re-work across the full range of operations such as provisioning and activation, service assurance, billing and capacity planning. According to the 2011 *Analysys Mason* Report, the global market for Data Integrity Management will reach $137M by 2014 from $98M in 2010.

A few highlights of the findings are:

- Six out of every 10 operators globally experience up to 30 percent order fallouts.
- The main reasons for high order fallout are too many manual steps and also too many siloed processes and process views.
- The majority of operators still feel more than 20 % of their inventory data is out of sync with the network
- Approximately 50 percent of operators still use ad hoc manual audits to keep inventory data in sync with the network.

The report shows trends and results across geographies, with results for five major regions: North America, Europe, South America, Asia/Pacific, and the

Press release

Middle East and Africa. It takes into consideration the fact that results vary across the globe, as operators and their demands are specific to their own region. On average, North America emerges as a region that uses maximum automation in processes, while Asia/Pacific shows maximum synchronization between network and inventory data.

Data accuracy and integrity are the tenets of operational excellence for telecommunications and network service providers. So to combat the problems that operators have with the quality, accuracy, consistency and relevance of data Subex offers its ROC® Data Integrity Management solution.

Subex's ROC Data Integrity Management solution combines three powerful data integrity functions: multi-layer network and service discovery; data reconciliation; and discrepancy analytics. The solution discovers devices and logical services in diverse network environments and reconciles this data with the OSS/BSS on a continuous, controlled basis. The result is consistent, relevant data throughout service provider operations, enhancing the effectiveness and value of service fulfillment, service assurance, and billing systems.

Sudeesh Yezhuvath, COO, Subex Ltd said, "For an operator, the goal is to reduce operational, network and capital expenditures in a cost-optimized and time-efficient manner that accelerates ROI from a data quality program. Although many operators are now recognizing the need for a data integrity solution, we believe that with the entry of new technologies and higher complexities, data integrity management will gain considerable importance with discovery and reconciliation solution high up on the list".

The Subex/Heavy Reading Data Integrity Management (DIM) Benchmarking Survey also looks at CSPs' wish list for future offerings, their planned areas of investment around OSS/BSS which they cannot obtain at present.

For more information about the survey results or to request the associated survey whitepaper, please visit http://www.subex.com/global-operator-data-integrity-management-dim-benchmarking-survey-2011.html

– END –

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SUBEX LIMITED BANGALORE

Press release

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 experience 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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