

July 31, 2013

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 36 of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

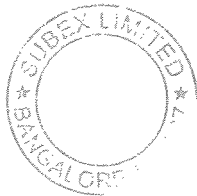
Kindly broadcast the same on your website on July 31, 2013

Thanking you.

**Yours truly,
For Subex Limited**



**Hemalatha N
Associate Company Secretary**



ENCL: As above.

For Immediate Release**July 31, 2013****Press contact**

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Subex launches ROC® Partner Settlement v9.9

Multi-services Settlement Framework which helps carriers handle assorted sets of content and data services in a converged solution

LONDON, UK - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), has announced the launch of its ROC Partner Settlement version 9.9 that addresses the growing concerns of carriers worldwide of effectively managing and maintaining partner relationship and negotiating multi-party contracts, thereby driving increased profitability.

According to the recent "Wholesale Systems for Advanced Services" survey conducted by Technology Research Institute (TRI), Global Settlements Carrier Group (GSC) and Subex, in today's dynamic telecoms marketplace the boundaries of 'wholesale' have gone from rigid to permeable. It's no longer just about buying & selling of traditional voice traffic. With the advent of new services utilizing 3G & 4G/LTE network capabilities, IPX, IPTV, MVNO reseller services, M2M etc, Carriers today have an entirely different set of challenges with respect to handling partner settlement business process across services/business units, thus paving a way for more innovative contract services.

The survey further emphasize the fact that LTE mobile services, VAS, cloud services for small & medium businesses, mobile broadband services and consumer content delivery are some of the key wholesale services that would experience high revenue growth in the coming years. Carriers who leverage these services and re-work on their wholesale business strategies are bound to stay ahead of the herd.

Realizing this market need, Subex has launched version 9.9 of ROC Partner Settlement solution to manage a gamut of next generation content and data services in addition to its voice services. The upgraded version is a '**Multi-service settlements framework**', i.e. it is functionally rich when it comes to handling voice traffic and also capable of handling multiple types of services in a converged solution. With analytics and intelligence being the key piece of this release, the solution is



capable of providing wholesalers with better decision support systems as opposed to the traditional operational support systems.

John Brooks, Vice President - Product Management, Subex Ltd. says, "In a multi-content services market landscape, reduced time to market, increased efficiency and profitability has always been important, but heightened competition in the advanced IP services is increasing the time-to-market gap. Intelligence being the key focus globally, the latest version of ROC Partner Settlement will transform the way Carriers perceive business support systems through innovation for next generation content and data services."

ROC Partner Settlement allows operators to quickly and accurately settle charges with their network and content partners. It helps operators improve efficiency through light touch and automation, accurate billing and settlement and prudent accrual provisioning. Catering to the need for visibility of each deal's impact on an operator's bottom line owing to shrinking margins, the solution provides strong coverage in all areas from order to cash. It enables operators to manage costs and revenues on interconnect and partner agreements with domestic and international operators as well as content partners on a day-to-day, and hour-to-hour basis.

To read more, [download](#) the survey "Wholesale Systems for Advanced Services"

- 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 Optimisation - 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 such as revenue assurance, fraud management, asset assurance, capacity management, data integrity management, credit risk management, cost management, route optimization and partner settlement.

Subex also offers a scalable Managed Services program and has also been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan. The company has been the market leader in Revenue Assurance and Fraud Management for 2 years in a row according to Gartner (2010 & 2011) and has also been enjoying market leadership in Business Optimisation for five consecutive years according to Analysys Mason (2007, 2008,



2009, 2010 & 2011). Business Optimisation includes fraud, revenue assurance, analytics, cost management and credit risk management. Subex has been awarded the Global Telecoms Business Innovation Award for 2012 along with Idea Cellular and 2011 along with Swisscom for fraud management.

Subex's customers include 29 of top 50 operators* and 33 of the world's 50 biggest# telecommunications service providers worldwide. The company has more than 300 installations across 70 countries.

*Total Telecom Top 500 Telecom Brands, 2013
#Forbes' Global 2000 list, 2013

For more information please visit www.subex.com

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