Subex Limited
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September 10, 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 September 10, 2013.

Thanking you,

Yours truly,
For Subex Limited

SUBEX LIMITED * BANGALORE-560 037 *

Hemalatha N
Associate Company Secretary
ENCL: As above.

Press release

For Immediate Release **September 10, 2013**

Press contact Mansi Chouhan
Director Marketing
+91 80 66598957
mansi.chouhan@subex.com

TM Forum names Subex's John Brooks as Project Lead for its new Asset Management Project

London, UK - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), is proud to announce that TM Forum's Strategy & Adoption Subcommittee has appointed John Brooks, Vice President - Product Management of Subex as Project Lead for the new Asset Management project.

TM Forum is a global, non-profit industry association focused on simplifying the complexity of running a service provider's business. As an established industry thought-leader, the Forum serves as a unifying force, enabling more than 800 companies across 195 countries to solve critical business issues through access to a wealth of knowledge, intellectual capital and standards. The TM Forum Asset Management project deals with network capex management and asset optimization which helps network providers enhance annual capital savings.

As project leader, John will be responsible for targeting deliverables and guiding the project activities for the work period leading up to the release of TM Forum's Frameworx v14. John will be responsible for coordinating Catalyst projects for TM Forum's Asset Management project and additionally will assign responsibilities and serve as a point of contact for introducing new companies into the Forum as well as produce promotional material to demonstrate the group's work.

Steven Cotton, Director, Business Assurance Programs, TM Forum said, "I am pleased to announce that TM Forum's Strategy & Adoption Subcommittee of the Board has appointed John Brooks of Subex as Project Lead for the new Asset Management project. John is an old hand in the Business Assurance Programs, having been the inaugural Lead of the Fraud Management work in 2010. We wish him the very best."

John Brooks, Vice President- Product Management, Subex said, "It is an honour to get selected again by the TeleManagement Forum for a project leadership role. I am excited to be appointed the leader of the new Asset Management Project, and thrilled to

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see that TM Forum recognises the growing need for leadership and guidance in the Asset Management domain. With billions of dollars flowing annually from most large operators into network assets growth, being able to lead the creation of industry best practices for Asset Management, as it fits neatly into the widely recognized Frameworx model, is a tremendous opportunity.

- Ends -

About TM Forum

TM Forum is a global, non-profit industry association focused on simplifying the complexity of running a service provider's business. As an established industry thought-leader, the Forum serves as a unifying force, enabling more than 800 companies across 195 countries to solve critical business issues through access to a wealth of knowledge, intellectual capital and standards. TM Forum's Fraud Management Group maintains best practices in fraud operations management, fraud detection and resolution management through enhancements and revisions to TM Forum's Frameworx suite of standards with the goal of guiding service providers in fraud protection and prevention.

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 been the market leader in Revenue Assurance and Fraud Management for 2 years in a row according to Gartner (2010 & 2011). Subex 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 also been awarded the Global Market Share Leader in Financial Assurance 2012 by Frost & Sullivan. The company has also 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

SUBEX LIMITED ★ BANGALORE-560 037 ★

Press release

subex
powering the ROC

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