Subex Limited
Adarsh Tech Park
Outer Ring Road, Devarabisanahalli
Bangalore – 560 037 India
Phone : +91 80 6659 8700
Fax : +91 80 6696 3333
Email : info@subex.com
www.subex.com

January 10, 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 January 10, 2012.

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 **10 January 2012**

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

Subex launches Version 7.4 of its industry leading Revenue Operations Centre (ROC®) Fraud Management solution

New inline controls help CSP's prevent subscription fraud, transaction fraud and handset loss

LONDON, UK - Subex Ltd, a leading global provider of business support systems (BSS) for Communications Service Providers (CSPs), announced that it has launched a new release of its Revenue Operations Centre (ROC) Fraud Management solution – Version 7.4. Subex's newest version of its ROC Fraud Management solution introduces inline controls for preventing subscription fraud, transaction fraud and equipment loss at point of sale.

ROC Fraud Management is Subex's award-winning solution that helps wireless and wireline operators eliminate known frauds, uncover new fraud patterns, minimize fraud run time, augment internal controls and support continuous fraud management process improvement. Subex fraud management customers report rapid return on investment and increased productivity and efficiency by significantly reducing the complexity of the fraud management process.

Subex has implemented a new inline control framework, which enables service providers to carry out proactive checks on a new subscriber at the time of customer acquisition. Because of this, the Point of Sale (PoS) staff will no longer need to wait until the fraudster is provisioned and later detected through behavioural rules and profiling. The PoS staff can make real-time decisions and accept, decline or refer any subscriber to prevent fraudsters from entering the network. This also prevents the fraudsters from walking away with valuable devices.

With increasing involvement of telecom operators in money transactions (e.g. mobile money services); it is imperative for them to have strict policy controls to not only detect, but prevent fraudulent transactions occuring. With inline transaction controls, operators can validate any transaction request in real time and prevent fraudulent transactions from being processed.

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Press release

"We are pleased to release the latest version of our industry leading ROC Fraud Management solution," said Sudeesh Yezhuvath, Chief Operating Officer at Subex. "The newest version of our fraud management solution includes the ability for operators to carry out real-time checks at the transaction request stage and subscriber acquisition stage and thus prevents fraudulent transactions and handset loss."

The Subex ROC Fraud Management solution version 7.4 is market ready.

- 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

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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