Subex Limited
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subex
powering the ROC

March 15, 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 March 15, 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 **15 March 2011**

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

Subex wins US$ 12 mln Revenue Operations Center (ROC™) License Contract

Mobile operator group in EMEA chooses ROC for Fraud Management and Revenue Assurance

LONDON, UK - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today that it has been chosen for a multi-million dollar license contract by a mobile operator group in EMEA to implement its acclaimed and unique platform ROC for Fraud Management and Revenue Assurance.

The committed contract size is US$ 12 million and the project will be executed over the next 16 to 18 months. The scope of the contract is expected to be expanded resulting in the contract value potentially going up to US$ 20 million. The telco, with operations in several countries, will implement ROC in all the networks. This is the largest ROC contract that the company has won till date and vindicates the company's belief that a huge market is opening up for ROC. Several large contracts for ROC are also in the pipeline.

ROC Fraud Management, is built to help CSPs (Communication Service Providers) move towards fraud prevention by eliminating known frauds, reducing free run time, augmenting internal controls and through continuous fraud management process improvement. It boasts several industry-leading features, enabling real time reaction through its in-line controls and transaction controls and prioritizes investigation of potential fraud cases through its advanced artificial intelligence (AI) techniques.

ROC Revenue Assurance is designed not only to detect potential revenue loss, but also to assist an operator with its investigation, diagnosis and recovery of these revenues. It provides unprecedented automated correction capabilities to improve bottom-line results and provide a quick return-on-investment. The

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Press release

solution is flexible and will support revenue assurance practices as the provider expands and matures.

"This is a huge win for our ROC offering which is experiencing worldwide traction. This contract for our ROC covering Fraud Management and Revenue Assurance will ensure maximum protection and revenue optimization for our customer's operations. We are confident of expanding the scope of this contract and look forward to offering other ROC solutions to the customer across networks", said Sudeesh Yezhuvath, Chief Operating Officer of Subex Ltd.

- 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 fulfilment, 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 26 of the world's 50 biggest# telecommunications service providers and 16 of top 20* wireless operators worldwide. The company has more than 300 installations across 70 countries.

#Forbes' Global 2000 list, 2010
*RCR Wireless list, 2010

For more information please visit www.subexworld.com

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