

April 24, 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 April 24, 2013

Thanking you.

**Yours truly,
For Subex Limited**



Ganesh K V



Global Head - Finance, Legal and Company Secretary

ENCL: As above.

For Immediate Release

April 24, 2013

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Subex launches ROC® Asset Assurance solution

Industry's first solution to help operators manage and reduce Network Capital Expense and increase free cash across their Assets' Lifecycle

BANGALORE, INDIA - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), has announced the launch of the industry's first solution, ROC Asset Assurance, that addresses the growing concerns of telecom operators worldwide of effectively managing and reducing capex across the lifecycle of network assets.

In today's dynamic telecoms marketplace, the network capex conundrum is becoming a serious cause for concern with an astonishing 20% of assets failing to return cost of capital. While lack of visibility in understanding asset dispositions, poor data integrity, and eroding asset contribution after purchase are some of the key reasons for this situation, the key issue has always been lack of true governance required for a repeatable, sustainable program to work effectively.

Realizing this market gap, Subex has launched the ROC Asset Assurance solution to monitor, manage and optimize capital expenses throughout the asset lifecycle, which then extends beyond analytics to drive actions and changes in critical business processes that control or consume capex. The solution is built in a manner that digs deep into data quality to improve the accuracy of data sources that support capital decisions, leveraging the Network itself where possible.

Vinod Kumar, Chief Operating Officer, Subex Ltd. said "Today operators worldwide are concerned about shrinking EBITDA margins and wants to not just focus on revenue, but also in reducing its significant annual Capex burden. With the launch of the ROC Asset Assurance, we are taking an Enterprise program approach to reducing capex. With predictive modelling, pattern analysis and quality controls, the solution ensures deliberate capex control at each stage of the asset's lifecycle."



Added John Brooks, Vice President - Product Management, Subex Ltd., "Network capital budgets are the largest line items with virtually every operator today, and the greatest assets on every carrier's books are the to-date network investments that have been made. With ROC Asset Assurance's key ability to give all capex stakeholders visibility into true asset optimization, operators will experience capex savings and free cash flow increases at levels never before seen in other Assurance programs."

- 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, asset assurance, capacity management, data integrity management, cost management and inter-party settlement.

Subex also offers a scalable Managed Services program and has been the market leader in Revenue Assurance and Fraud Management according to Gartner (2010 & 2011). Subex has also been enjoying market leadership in Business Optimization for five consecutive years according to Analysys Mason (2007, 2008, 2009, 2010 & 2011). Subex has been awarded the Global Telecoms Business Innovation Award for 2012 along with Idea Cellular for Fraud Management in a Managed Services format and in 2011 along with Swisscom for industry's first successful Risk Reward Share model for fraud management.

Subex's customers include 28 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.

*GTB Carrier Guide, 2011

#Forbes' Global 2000 list, 2011

For more information please visit www.subex.com

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