

August 10, 2015

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- Subex launches ROC Revenue Assurance 5.3 Solution

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 August 10, 2015.

Thanking you.

Yours truly,
For Subex Limited



Ganesh K V
Chief Financial Officer, Global Head-Legal and Company Secretary

Encl: As above.

For Immediate Release**August 10, 2015**

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Subex launches ROC Revenue Assurance 5.3 Solution

Rapid deployment through Dynamic Network Analytics consisting of pre-defined libraries and controls

BANGALORE, INDIA - Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), has announced the launch of a new version of the industry leading revenue assurance solution, ROC Revenue Assurance 5.3.

The new version of ROC Revenue Assurance brings with it numerous enhancements on both visual and performance fronts. In addition to this, the new version is built to reduce the Total Cost of Ownership (TCO) considerably through multiple optimizations.

ROC Revenue Assurance 5.3 is now part of the ROC 3.0 platform which is an integrated suite of products that provides capabilities going far beyond just detecting revenue leakages and brings in multiple other capabilities to optimize business processes and grow margins. The new version of the solution is also equipped with Dynamic Network Analytics (DNA), which is a first-of-its-kind auto-configuration solution that offers rapid deployment by providing predefined libraries & controls for assorted technologies. DNA helps in cutting down the deployment time considerably and in-turn results in faster returns.

The Graphical User Interface (GUI) of the solution has undergone a complete revamp and is built to be intuitive and enhance ease of use. It is in-line with the latest design standards and is driven by the motive to enrich user experience while drastically improving workflow efficiency. Existing features like RevenuePad and Zen which were unique to ROC Revenue Assurance have now been further enhanced and can result in further increase in productivity.



The solution is also Big Data optimized that makes it fully capable of efficiently handling enormous amounts of data in actual operational environment. Architectural enhancements have also resulted in 10X increase in performance over the previous version and enables load handling of billions of xDRs per day.

ROC Revenue Assurance 5.3 is also available on Android and iOS as full-fledged mobile applications facilitating extensive collaboration through SMS, emails, chat, calling and active notifications. With easy access to dashboards, case management and system monitoring, it is the most comprehensive mobile application available for telecom revenue assurance.

"With the advent of 4G/LTE, operators are moving deeper into next-generation services and content-driven service environments; revenue assurance is getting both more complex and critical. Traditional revenue assurance tools and methods fall short in handling complex services and business models. A lot of strategic thought has gone behind the version upgrade to help operators make the most out of the solution. While feature enhancement was one of the top priorities, lowering TCO was equally important and with ROC Revenue Assurance 5.3 we have been able to successfully achieve both to deliver rapid ROI" said Ashwin Chalapathy: Global Head - Portfolio Management, Managed Services & Consulting.

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About Subex

Subex Limited is a leading global provider of Business and Operations Support Systems (B/OSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business and Capex 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 with 30 + customers.

Subex has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2015 along with Mobily; in 2014 with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 with Swisscom for Fraud Management. Subex has been awarded the Global Market Share Leader in Financial

Assurance 2012 by Frost & Sullivan and has been the winner of Pipeline Innovation Award 2013 in Business Intelligence & Analytics; Capacity Magazine Best Product/ Service 2013.

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, 2014*
#Forbes' Global 2000 list, 2014

For further information visit www.subex.com

