

June 2, 2014

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 June 2, 2014

Thanking you.

**Yours truly,
For Subex Limited**

Hemalatha

**Hemalatha N
Associate Company Secretary**



Encl: As above.

For Immediate Release**June 2, 2014**

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Subex leads the Capital Asset Management Catalyst at TM Forum Live!

Catalyst to demonstrate a comprehensive, repeatable and scalable approach to understand and effectively manage all facets of network asset management

Bangalore, India – Subex Ltd, a leading global provider of Business and Operations Support Systems (B/OSS) for Communications Service Providers (CSPs), will be leading the Capital Asset Management catalyst that will be demonstrated at TM Forum Live! 2014, Nice, France at The Hub, Zone 2, 2.3. The goal of the project is to demonstrate a comprehensive, repeatable and scalable approach to understand and effectively manage all facets of network asset management.

Smarter network capital spending is now a critical need across operators. Effective, demonstrable programs around capital expenditure and network asset lifecycle management are rapidly becoming a boardroom level issue for telecoms operators. Implementing a comprehensive solution of Network Asset Management which manages, oversees, and predicts all facets of network capital expenditure is now required to provide management with the right actionable intelligence to make more informed and better capex decisions.

To explore more into the Asset Management space, Subex and other participating companies, along with TM Forum and Operator champion Econet have recently launched the Asset Management Project, to bring standards into the Network Capex and Network Optimization practices within operators globally. With multi-billion dollar network capex budgets across operators, and a multi-trillion dollar industry spend annually, the Asset Management project at TM Forum has turned attention to creating processes, controls, and ultimately program standards and recommendations to help optimize the biggest capital spend line item in every operator's budget today: *Network Investment*.



The Asset Management Group has been established for TM Forum members to collaborate in defining guidelines to set network asset policies, track assets and manage the overall corporate balance sheet.

"We are honoured to lead the TMForum Capital Asset Management catalyst and work with other participant companies to bring standards into the network capex practices within operators globally. The catalyst at Nice will include use cases on Procurement Gating, Decommission Management, Capital Management, Asset Tracker, Time to Value Monitoring amongst others," said John Brooks, VP – Product Management at Subex.

The Asset Management project has created the first ever operator asset management survey to understand network capex planning and budgeting activities across different operators, managing different networks, across every region in the world today. The understanding, commonalities, differences, and challenges faced by operators will all be captured, and results and insights produced in a final analysis that should prove highly valuable to both Network and Finance organizations globally.

- End -

About Subex Limited

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 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 has continued to innovate with customers and have been jointly awarded the Global Telecoms Business Innovation Award 2014 along with Telstra Global; in 2012 with Idea Cellular for Managed Services and in 2011 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.



Press release



*Total Telecom Top 500 Telecom Brands, 2013

*Forbes' Global 2000 list, 2014

For more information please visit www.subex.com



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