



Press release

November 13, 2006

SUBEX AZURE LAUNCHES RISK MANAGEMENT SOLUTION

Latest addition to RevMax suite meets growing demand for automated risk management – augments Subex Azure’s ROC offering

BANGALORE, India and DENVER – Nov. 13, 2006 – Subex Azure Ltd, the world's largest provider of revenue maximization solutions for telecom operators, today announced Subex Azure Risk Management System (SARMS), the latest addition to the RevMax revenue maximization suite that powers the Revenue Operations Center (ROC). SARMS helps telecommunications operators quickly assess the liability or risk posed by its customers – from initial credit assessment and service activation to ongoing usage and payment/late payment recovery cycles. The result is a proactive system that reduces unrecoverable revenues due to delinquency, properly sets credit limits, monitors and provides alerts to potential payment problems, and improves customer service by limiting the amount of bad debt that can quickly accrue and result in financial hardship.

“With the addition of the SARMS module to the RevMax suite we address the growing challenge of proactively assessing the revenue viability of service customers while rounding out our comprehensive and integrated family of products that make the ROC a reality,” said Subash Menon, Subex Azure’s Founder and CEO. “The telecommunications industry is now demanding more comprehensive, automated approaches that ensure the revenue stream is monitored and cared for at the same level as the network itself. We look forward to advancing the industry’s embracement of the ROC and improving the financial performance of our growing and global customer base.”

Using SARMS, telecommunications operators can flexibly define risk assessment schemes and automatically set credit limits accordingly. Further, alert conditions can be configured to track risk variations such as deviations in customer behavior, payment delays, payment reversals, broken promises, while establishing a workflow for the alarms that are delivered through an intuitive user interface. With SARMS, operators can monitor proactively the accounts that pose the greatest risk prior to invoicing.

Like all of the RevMax products, SARMS' flexible architecture provides customers with a centralized view into crucial aspects of a customer account and the controls necessary to efficiently carry out actions that would otherwise require inter-team cooperation. The architecture is based on highly flexible processing components and modules that provide a holistic view of the customer behavior. This allows SARMS to maximize visibility into customer behavior and transactions, and enable free flow of information across various teams, fostering a leaner mode of operation.

About Subex Azure Limited

Subex Azure Limited (<http://www.subexazure.com>) is the world's largest vendor of Revenue Maximization solutions for telecom operators. Subex Azure pioneered the strategic concept of a Revenue Operations Centre (ROC) - a centralized and integrated operational infrastructure to monitor, control and assure the integrity of the revenue chain. Subex Azure's RevMax™ is an integrated suite of best-in-class software solutions that power the ROC.

Subex Azure is the world's No. 1 vendor for Fraud Management and Revenue Assurance solutions. Subex Azure counts amongst its customers, 23 of the world's largest 40 telcos and has a customer base of over 150 customer installations in more than 60 countries.

Subex Azure has offices in Bangalore, London, Ipswich U.K., Beijing, Denver, Dubai, Ottawa, Singapore and Sydney.

Forward Looking and Cautionary Statements

Certain statements in this release concerning our future growth prospects are forward looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward looking statements. The risks and uncertainties relating to these statements include, but are not limited to, fluctuations in earnings, our ability to successfully integrate acquisitions, competition in our areas of business, client concentration, liability for damages in our contracts, withdrawal of tax incentives, political instability, unauthorized use of our intellectual property and general economic conditions affecting our industry.

For more information on Subex Azure, please visit www.subexazure.com

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