

March 9, 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 9, 2011.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



ENCL: As above.

For immediate release

09 March 2011

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**Middle Eastern operator expands Revenue Operations Center (ROC™)
implementation with Fraud Management solution**

Mobile operator chooses additional ROC solution based on past success

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 again by a Middle Eastern mobile operator to provide its solution. This operator has already had success using Subex's ROC for Partner Settlement and Route Optimization and will now be using the ROC Fraud Management solution.

Implementing multiple components of Subex ROC platform enables intelligent decision-making and an integrated response management across various levels in the organization, and provides a customer-centric view of processes, margins, revenues and costs. Additional benefits for the operator includes real-time monitoring and analysis of operational efficiency, customer experience and profitability.

Subex's ROC Partner Settlement allows operators to quickly and accurately settle interconnect agreements with their network partners and gives operators the ability to adapt to rate changes quickly, enabling them to manage costs and revenues much more effectively. As a result, operators can reach higher levels of service profitability, maximize efficiency and achieve operational dexterity.

Subex's ROC Route Optimization is designed to provide operators with the tools to manage network cost information supplied by other operators. Benefits include rapid response to market conditions, reduced total cost of ownership, optimized network capacity, ability of management of network quality and identification of the most profitable routes with ease.



The Subex ROC Fraud Management solution eliminates known frauds, uncovers new fraud patterns, minimizes fraud run time, augments internal controls, and supports continuous fraud management process improvement.

"Subex is pleased to have been chosen once again to offer its ROC Fraud Management to help enhance our customers' operational efficiency. Being chosen to provide multiple solutions is testament to the quality of our ROC portfolio." said Sudeesh Yezhuvath, Chief Operating Officer, Subex.

- 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 fulfillment, 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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