

November 11, 2010

To
The Manager – Listing
National Stock Exchange of India Limited
Exchange Plaza, Bandra – Kurla Complex,
Bandra (East)
Mumbai – 400 051

Dear Sir/Madam,

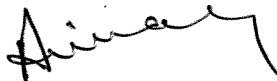
Sub: Press Release

As per clause 31(e) of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

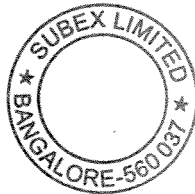
Kindly broadcast the same on your website on November 11, 2010.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



ENCL: As above.

For immediate release

Date: 11 November 2010

Press contact

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Manager – Corporate Communications
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mansi.chouhan@subexworld.com

Subex Recruits New VP for Middle East and Northern Africa
Subex reinforces its commitment to the MENA customers with Dubai based VP of Sales

LONDON, UK - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today the appointment of Hayssam Kanoun as VP of Middle East and North Africa (MENA). He will be responsible for developing and managing sales in the Middle East and Northern Africa.

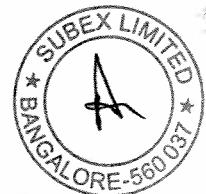
Hayssam Kanoun brings 15 years of experience in sales management for the Middle East region. He has previously worked with Clarity International Limited, SchlumbergerSema and International Turnkey Systems (ITS).

"I am delighted to be joining Subex during this time of growth. I have spent 15 years working in the region and I am looking forward to helping Subex further develop the market. Our localised team will be well positioned to better service and support our customer base", said Kanoun.

Commenting on Hayssam's appointment, Paul Skillen, President of EMEA, said, "We're thrilled to have someone of Hayssam's' calibre leading our sales efforts in the region. His experience will be invaluable as we increase our commitment to our customers in the Middle East and Northern Africa."

Hayssam holds a Bachelors degree in Computer Science from York University, Canada and a degree in Mechanical Engineering Technology from Wentworth Institute of Technology, US.

- ends -



SUBEX LIMITED, ADARSH TECH PARK, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560 037
INDIA • BROOMFIELD • DUBAI • LONDON • IPSWICH • MELBOURNE • ONTARIO • OTTAWA • PITTSBURGH • SINGAPORE • SYDNEY

www.subexworld.com

Press release

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 better 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 fulfilment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect / inter-party settlement.

Subex's customers include 36 of the world's 72 biggest* telecommunications service providers. The company has more than 300 installations across 70 countries.

* Forbes' Global 2000 list, 2009

For more information please visit www.subexworld.com

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