Subex Limited
Adarsh Tech Park
Outer Ring Road, Devarabisanahalli
Bangalore – 560 037 India
Phone : +91 80 6659 8700
Fax : +91 80 6696 3333
Email : info@subexworld.com
www.subexworld.com

subex
powering the ROC

December 15, 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 December 15, 2010.

Thanking you

Yours truly,
For Subex Limited

Raj Kumar
Vice President – Legal & Company Secretary

SUBEX LIMITED * BANGALORE-560 037 *

ENCL: As above.

Press release

Press Release **Date: 15 December 2010**

Press contact Mansi Chouhan
Manager – Corporate Communications
+91 80 6696 4157
mansi.chouhan@subexworld.com

CFOs identify more CAPEX savings with Revenue Operations Centre ROC™ Data Integrity Management

Subex helps operators ensure quality, accuracy, consistency and the relevancy of their data

LONDON, UK - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today that CFOs, CIOs, and product managers could make further CAPEX savings by identifying existing un-used assets in their networks. Subex's acclaimed and unique platform ROC allows communications providers to compare data from asset management, inventory management and the billing systems to make significant savings.

ROC Data integrity Management looks for network assets that are not in use (also called stranded assets) or for network services that are not being invoiced, resulting in significant revenue loss for operators. Some examples are missing cards, ports with the wrong status or ceased private circuits still being charged. Once these anomalies are identified by ROC, carriers can start generating revenues by correcting those anomalies. Many customers have found that this investment in ROC, pays for itself in less than six months by recovering stranded network assets leading to revenue which would otherwise be lost and by quickly improving the accuracy of data available for processes such as provisioning which results in higher operational efficiency and improved customer satisfaction.

ROC Data Integrity Management is the industry's first Data Integrity Management solution for improving the quality of data that drives key service provider processes, resulting in lower costs and higher service profitability. Although it is offered in both license and managed services formats, telcos largely prefer the latter as that enables them to benefit from the domain expertise of Subex. This value addition from Subex has resulted in tremendous traction for ROC Data Integrity Management among telcos.

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While estimated levels of inaccuracy in networks vary, Yankee Group has previously said that with reconciliation tools and proper operational procedures, database accuracies above 95% can be achieved. Even at much lower levels, the cumulative financial impact across hundreds or thousands of systems can be significant.

"Most of these losses are avoidable," says Mark Nicholson, CTO at Subex. "Implementing ROC Data Integrity Management on mobile, IP, transmission and NGN networks has allowed our existing customers to identify their un-used assets and put them back to work without further CAPEX. Many communications providers look at their network or products in verticals, but our solution allows the CFO to obtain a holistic view".

- 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 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

Forward Looking and Cautionary Statements
Certain statements in this release concerning Subex's products, strategy and 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, market acceptance of Subex's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.

SUBEX LIMITED. ADARSH TECH PARK, DEVARABISANAHALLI OUTER RING ROAD, BANGALORE 560 0[illegible]
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For further information please contact:
Jessica Suranyi-Hammond at Milner LLP
Tel: +44 (0) 1473 636710
Mobile: +44 (0) 7541 989515
jessica.suranyi@milnerllp.com

SUBEX LIMITED
BANGALORE-560 037