

August 17, 2010

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

Dear Sir

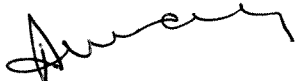
Sub: Press Release

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

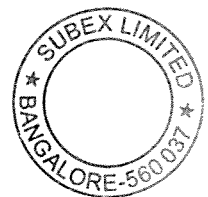
Kindly broadcast the same on your website on August 17, 2010.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



Press Release

17 August 2010

Press \ Analyst contact

Harshita Nair
Manager – Corporate Communications
+91 80 6696 4157
harshita.nair@subexworld.com

**Mobinil, part of the US\$ 5.4 billion Orascom Telecom Group,
successfully combats fraud with Subex's ROC Fraud Management**

To replace existing Fraud Management System from another vendor

BANGALORE, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS), today announced that it has successfully completed the implementation of its ROC Fraud Management, the industry-leading Fraud Management solution at Mobinil, Egypt's leading mobile service provider. Mobinil is part of Orascom Telecom Group, which operates in eleven emerging markets across the Middle-East, Africa and Asia regions and clocked in revenues of US \$ 5.4 bn in 2009.

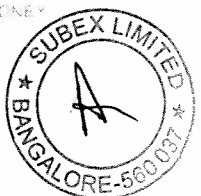
ROC Fraud Management replaces the fraud management system of another vendor. The earlier fraud management solution that Mobinil had installed was throwing up performance issues and hence they were looking to replace the solution. They chose Subex for its superior product functionality and globally acclaimed leadership in the space. As a result of the implementation of ROC Fraud Management, the Cairo-based mobile service operator can now detect and control any kind of fraud for their post-paid services. The solution's customer pre-check functionality also helps them flag customers who could possibly be re-offending fraudsters.

"We are very happy with the implementation of the fraud management solution from Subex. We now have the required operational ammunition to address all kinds of internal and external fraud. We look forward to working with Subex in the future as well," said a Mobinil spokesperson.

Sudeesh Yezhuvath, Chief Operating Officer, Subex Ltd, said, "We are glad that ROC Fraud Management has been successfully implemented at Mobinil. Africa is a key market for us and we are pleased to have been able to help Mobinil, the leader in their market, with the required fraud management capabilities. We

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



continue to remain committed to providing the best to our customers, to allow them to focus on their core business areas, while our solutions successfully manage all mission-critical functions for them.”

ROC Fraud Management, the fraud management component of Subex's ROC (Revenue Operations Center), is built to help CSPs move towards fraud prevention by eliminating known frauds, reducing free run time, augmenting internal controls and through continuous fraud management process improvement. The solution boasts several industry-leading features, enabling real time reaction through its in-line controls and transaction controls and prioritizes investigation of potential fraud cases through its advanced artificial intelligence (AI) techniques.

Some of Subex ROC Fraud Management's features are:

- **Pre-check** functionality, which runs multiple checks on new subscription against blacklists and identifies fraudsters based on phonetic, exact and combination matches.
- Patent-pending **e-fingerprinting** feature, which captures the details of subscriber behaviour and matches against a hot list of previously recorded fraudster fingerprints without relying on any subscriber credentials.
- **IAQ (Intelligent Alarm Qualifier)**, which uses AI to detect the truly false alarms, thereby increasing analyst productivity and reducing revenue leakage.

-ENDS-

About Mobinil

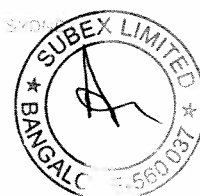
Since its inception in May 1998, Mobinil has strived to maintain its position as the leading Mobile service operator in Egypt. Honoring the trust of more than 24 million customers, Mobinil is committed to being the leading Mobile service provider in Egypt, providing the best quality service for our customers, the best working environment for our employees, top value for our shareholders, and proudly contributing to the development of the community.

Our shareholders, Orange and Orascom Telecom Holding are international leaders in the realm of telecommunication. Mobinil has benefited from years of experience in an international context to become the largest wireless service provider in the Middle East.

Over the past ten years, Mobinil has delivered on its promise to millions of customers, whose confidence in the reliability of our services has reinforced this solid leadership position. This confidence was reaffirmed in a recent nationwide survey by the National Telecommunications Regulatory Authority [NTRA], where Mobinil customers reported

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



over 97% satisfaction rate in the products, services, and customer service levels offered during 2007.

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 fulfillment, 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.

For further information please contact:

Vivek Padiyar at Perfect Relations

Tel: + 91 9892306446

vpadiyar@perfectrelations.com

