

November 25, 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 25, 2010.

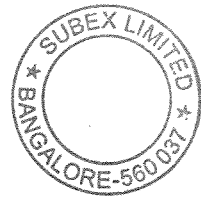
Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary

ENCL: As above.



For Immediate Release**25 November 2010**

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Manager – Corporate Communications
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**Dr. Hossein Eslambolchi, Telecom thought leader and Former CIO
and CTO of AT&T to advise Subex on Strategic Matters**

LONDON, UK - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today that Dr. Hossein Eslambolchi, former Chief Technology Officer and Chief Information Officer of AT&T, will be associated with the company in the capacity of an Advisor on Strategic Matters. Dr. Hossein Eslambolchi is recognized within the telecom community as one of the foremost thought leaders in technology and an innovator par excellence. He is often compared by industry experts to leaders such as Jack Welch of GE for his leadership in business transformation in the communications industry worldwide and to Thomas Edison for his significant scientific contribution in the field of IP.

Dr. Eslambolchi is currently the Chairman of 2020 Venture Partners, which provides technology and operations consulting to private equity and venture capital firms in the area of telecommunications, IP software and infrastructure. In addition to serving as AT&T's CTO from 2000 to 2005, Dr. Eslambolchi was president of the AT&T Global Networking Technology Services, president and CEO of AT&T Labs, and Chief Information Officer during his 19 years with the company. Dr. Eslambolchi led the transformation of AT&T's network, systems and services. Called "a bold, pragmatic visionary" by Business Week Magazine, Dr. Eslambolchi holds 1026 patents (431 issued and 595 pending). He has won numerous awards, including the AT&T Science and Technology Medal.

"Subex has built a superb product and team which has enabled them to use industry standards to build a great set of service modules for BSS and OSS supporting end to end service assurance and service delivery. I am delighted to be part of this winning team", said Dr. Eslambolchi.

Commenting on the appointment, Subash Menon, Founder Chairman, Managing Director and CEO of Subex, said, "Dr. Eslambolchi is one of the foremost thinkers and scientists in the telecom space of the high tech age. We, at Subex, are honored to have someone of Dr. Eslambolchi's calibre advising and guiding us on strategic matters. We are indeed fortunate to have him with us at this juncture of our evolution and growth"

Dr. Eslambolchi is the also the recipient of a number of prestigious awards and honors that include: "Inventor of the Year" by the New Jersey Inventors Hall of Fame - Only Thomas Edison and Albert Einstein were so honored; "Top 25 Most Influential CTOs of 2005" (InfoWorld); honored by Cisco IQ Magazine as "One of its 10 Internet Business Leaders"; "One of the Premier 100 IT Leaders for 2004" (Computerworld Magazine); "Number 1 'mover and shaker' in telecommunications", for his visionary prediction of IP and MPLS worldwide nearly a decade ago, (Light Reading).

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

www.subexworld.com



Press release

Dr. Eslambolchi is currently a technical advisor to Ericsson Corporation for building a worldwide eco- system converging wire line and wireless using IP based technologies. He is also on the Board of Directors of Packet Design and Real Dice, both based in Silicon Valley, and Vericloud – a company in Cloud Computing arena based in Denver, Colorado and Telemanagement Forum based in UK along with being Chief Technology Advisor of Avalon Global Solutions and Solera Networks. In Addition, he is also a member of the Board of Trustees for SUSMA based in NYC and technical advisor to University of California School of Engineering where he started a center called CNS for bringing together various engineering including nano-engineering fields.

Dr. Eslambolchi earned a BS, MS, and Ph.D., (Phi Beta Kappa), in Electrical Engineering from the University of California, San Diego.

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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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