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

November 4, 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 November 4, 2011.

Thanking you

Yours truly,
For Subex Limited

SUBEX LIMITED ★ BANGALORE-560 037 ★

Vinay M A
Assistant Company Secretary

ENCL: As above.

Press release

For Immediate release **04 November 2011**

Press contact Mansi Chouhan
Manager – Corporate Communications
+91 80 6659 4157
mansi.chouhan@subexworld.com

Subex presents its industry leading Business Optimization solutions at the TM Forum Management World Americas 2011

Orlando, Florida, USA - Subex Ltd, a leading global provider of Business Support Systems (BSS) for Communications Service Providers (CSPs), will be participating in a big way at the TM Forum's Management World Americas 2011 to be held in Orlando, Florida, November 8-10, 2011.

Subex will be participating at Forumville in the catalyst 'Executive Dashboard for Data Analytics and Business Benchmarking'. This catalyst demonstrates executive dashboards leveraging simplified, automated benchmarking based on industry-agreed metrics from the TM Forum Business Benchmarking Database – geared to improve business decisions.

The TM Forum Business Metrics Automation program was launched at the Management World conference in Dublin in May this year. The program works with software suppliers and consultants to incorporate TM Forum's standardized Business Metrics into products and solutions; this allows service providers to automatically upload metric data into the TM Forum Business Benchmark Database. Subex has been involved with the program since its launch, and has completed pilot phase 1 of the TM Forums Business Metrics Automation program.

In addition, Subex will be demonstrating the award-winning ROCware analytics platform at booth number 12A. Subex's ROCware platform harnesses the wealth of operational data that service providers have, transforms it into actionable information, and then enables business users to act on it – all in near-real-time.

"The telecoms market is continuing to face significant commercial and technical challenges and the TM Forum and its technical programmes provide excellent opportunities for the CSPs and vendors to innovate together," said Sudeesh Yezhuvath, COO, Subex. "We will be participating in the 'Executive Dashboard for

SUBEX LIMITED ★ BANGALORE ★

Press release

Data Analytics and Business Benchmarking' Catalyst that will show how communications service providers (CSPs) can leverage business analytics to transform disparate operational data into actionable and timely insight, thereby improving customer experience, using our latest analytics software."

– END –

About Subex Limited

Subex Limited is a leading global provider of Business Support Systems (BSS) that empowers communications service providers (CSPs) to achieve competitive advantage through Business Optimization - thereby enabling them to improve their operational efficiency to deliver enhanced service experience 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 revenue assurance, fraud management, data integrity management, cost management and interconnect / inter-party settlement. Subex also offers a scalable Managed Services program and has been the market leader in Business Optimization for four consecutive years. Subex has been awarded the Global Telecoms Business Innovation Award for 2011 along with Swisscom for industry's first successful Risk Reward Share model for fraud management.

Subex's customers include 16 of top 20 wireless operators worldwide* and 26 of the world's 50 biggest# telecommunications service providers. The company has more than 300 installations across 70 countries.

*RCR Wireless list, 2010
#Forbes' Global 2000 list, 2010

For more information please visit www.subexworld.com

Further information please contact:
Jessica Suranyi-Hammond at Milner LLP
+44 (0) 7541 989515
jessica.suranyi@milnerllp.com

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