

July 5, 2010

The Manager-Listing
National Stock Exchange 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 July 5, 2010.

Thanking you,

Yours truly,

For Subex Limited



Raj Kumar
Vice President-Legal & Company Secretary



Press Release

5 July 2010

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Leading UAE operator completes implementation of Subex's ROC for fraud management

Subex to play a key role in helping the operator establish a fraud management Center of Excellence

BANGALORE, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, announced today that it has successfully completed the implementation of the ROC (Revenue Operations Center) for fraud management for a leading telecommunications service provider in the United Arab Emirates.

The operator, which is considered among the top 15 largest mobile network operators in the world, had earlier selected Subex for fraud management owing to its expertise in fraud analysis and prevention. Over the years, the service provider has built a modern telecom infrastructure offering both wireless and fixed-line services to customers. The ROC for fraud management from Subex played a pivotal role in establishing this infrastructure. It is also now being expanded to detect and manage newer fraud types which will enable the service provider to plug revenue leakages through early detection of fraud. The operator is also keen on setting up a Fraud Management Center of Excellence and Subex will aid this to a large extent.

"This operator is a key customer for us and we are glad that the fraud management component of the ROC has helped them in addressing and mitigating fraud related losses. We look forward to working with them to tackle newer types of fraud", said Sudeesh Yezhuvath, Chief Operating Officer, Subex Ltd.

Subex's ROC Fraud Management, is built to help CSPs (Communication Service Providers) move towards fraud prevention by eliminating known frauds, reducing free run time, augmenting internal controls and through continuous fraud

SUBEX LIMITED, ADARSH TECH PARK, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560 037
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management process improvement. It 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 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.



Press release



For further information please contact:
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