Subex Limited
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www.subexworld.com

July 13, 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 Releases which the company intends to make.

Kindly broadcast the same on your website on July 13, 2010.

Thanking you

Yours truly,
For Subex Limited

Raj Kumar
Vice President-Legal &Company Secretary

SUBEX LIMITED ★ BANGALORE-560 037 ★

Press release

For immediate release **13 July 2010**

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

Subex wins 3 year, multi-million dollar, managed services ROC deal from leading European CSP

Subex to provide Interconnect Billing and Fraud Management services

BANGALORE, INDIA - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers (CSPs), announced today that it has been selected by a leading European CSP to implement its industry-leading ROC Platform for Interconnect Billing and Fraud Management through managed services.

The CSP, known to be a leading provider of television, broadband internet, and voice services, has operations across 10 countries in Europe. This is the sixth ROC contract that Subex has won over the past six months. The CSP saw significant value in Subex's superior technical capability, consistent delivery and proven track record.

"Such faith from leading carriers this one is a testament to the superior capability of ROC. We are happy to extend further support to this service provider and look forward to a long relationship with them", said Sudeesh Yezhuvath, Chief Operating Officer, Subex Ltd.

This multi-million dollar contract is spread across 36 months and covers six countries. Subex will provide its ROC Interconnect Billing and Fraud Management solutions to the service provider through managed services.

For more information on the ROC please visit www.subexworld.com.

- **ENDS –**

SUBEX LIMITED BANGALORE-560 037

Press release

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

Further information please contact:
Vivek Padiyar at Perfect Relations
Tel: + 91 9892306446
vpadiyar@perfectrelations.com

subex
powering the ROC

Media Alert

13 July 2010

Press contact Harshita Nair
Manager – Corporate Communications
+91 80 6696 4157
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Subex hosts webinar on achieving market responsiveness

Webinar showcasing best practices to achieve Market Responsiveness through Streamlined Service Delivery

Webinar Title: 'Know Thyself' – A Path to Market Responsiveness through Streamlined Service Delivery

Speakers: Mark Nicholson, CTO, Subex
Ari Banerjee, Senior Analyst – Heavy Reading

Date / time: Thursday, July 15, 2010 10:00 - 11:00 AM Eastern Daylight Time (New York, GMT -04:00)

Brief of the topic: The webinar will talk about best practices from the entire spectrum of telecom service providers, across sizes, business models and geographies. It will also cover the steps service providers can take to leverage service and network discovery to identify optimization opportunities, improve service offering and abstraction, simplify service provisioning and delivery and ensure first-time-right design and activation of services.

Registration: For more details on Subex and the webinar please click here

-Ends-

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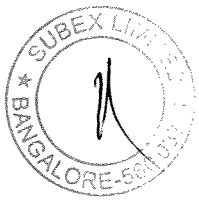
For more information please visit www.subexworld.com

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.

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