

August 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 Release which the company intends to make.

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

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



For immediate release**13 August 2010**

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Subex's ROC to provide Interconnect capability to IDEA Cellular in partnership with IBM India in a multi-million dollar

BANGALORE, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for communications service providers, today announced that along with key partner IBM India Pvt Ltd, it has successfully struck a multi-million dollar deal with IDEA Cellular, the pan-India GSM mobile services operator. Subex and IBM will implement Subex's ROC for Interconnect Billing for the telecom major.

Idea chose this Subex solution as it adequately addresses Idea's interconnect billing and reconciliation needs. The solution will be implemented through IBM, who is Idea's Strategic IT Outsourcing Partner. IBM has so far been supporting Idea's interconnect billing and reconciliation needs through a bureau service. These requirements are now planned to be catered through Subex's solution deployed in-house. The objective is not just to bring in better control and additional efficiencies, but also to cater to their emerging needs – especially in the area of VAS and content partner settlement. Subex, which is already in partnership with IBM for fraud management for Idea, was selected due to its proven superiority of solutions, its leadership position in the market and most importantly, the sustained support that Subex would be able to provide to IBM in this implementation.

Sudeesh Yezhuvath, Chief Operating Officer, Subex Ltd said, "We are extremely pleased to extend our relationship with Idea – IBM. Our ROC Interconnect Billing will enable Idea to focus on newer sources of revenue by bettering their new services, while streamlining complex revenue sharing agreements. Along with this, Idea will now be able to easily detect any billing errors and correct them proactively."

SUBEX LIMITED, ADARSH TECH PARK, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560 037
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www.subexworld.com



With the implementation of these solutions, Subex will play an important role in enabling the customer to have improved control over their operations. During the entire duration of the contract, Subex will provide complete product support including updates and version upgrades.

- 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.

For further information please contact:

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