

November 16, 2010

To
The Manager – Listing
National Stock Exchange of India Limited
Exchange Plaza, Bandra – Kurla Complex,
Bandra (East)
Mumbai – 400 051

Dear Sir/Madam,

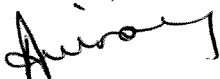
Sub: Press Release

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 16, 2010.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



ENCL: As above.

Press Release

Date: 16 November 2010

Press contact Mansi Chouhan
Manager – Corporate Communications
+91 80 6696 4157
mansi.chauhan@subexworld.com

Subex completes successful implementation of its ROC™ Revenue Assurance solution for African operator

Leading African operator addresses revenue assurance challenges with Subex solution

BANGALORE, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS), has completed the implementation of the Revenue Operations Center (ROC) for Revenue Assurance for a leading African operator focused on providing data and voice services.

Subex's Revenue Assurance solution was chosen by the operator to tackle the many discrepancies it has been facing in relation to data mismatch between various network elements. In the initial few weeks of the launch, the operator started to detect discrepancies in interconnect invoices. The scope of the implementation includes both Usage and Subscription Assurance. Subex was the only company that could offer a complete suite of products in Business Optimization, which includes fraud management, revenue assurance, expense management, credit validation and analytics.

"As a key part of our Business Optimization portfolio, we are happy that the ROC Revenue Assurance solution has helped with issues that have hampered our customers' operational efficiencies in the recent past", said Sudeesh Yezhuvath, COO, Subex Ltd.

The ROC Revenue Assurance solution is a first-of-its-kind, complete revenue assurance solution, designed to tackle critical challenges across the entire revenue chain. The solution provides unprecedented automated correction capabilities to improve bottom-line results and provide a quick return-on-investment. It is highly effective in both the traditional circuit-switched and next-generation, packet-switched service environments; scalable enough to serve operators large and small; and flexible enough to support Revenue Assurance

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



practices as they expand and mature. Subex's ROC Revenue Assurance is the leading choice for telecom operators looking to improve the health and vitality of the entire revenue chain.

- 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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