

November 30, 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 30, 2010.

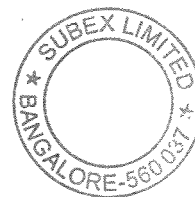
Thanking you

Yours truly,  
**For Subex Limited**



**Vinay M A**  
**Assistant Company Secretary**

ENCL: As above.



**Press Release**

**Date: 30 November 2010**

**Press contact**      Mansi Chouhan  
Manager – Corporate Communications  
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[mansi.chouhan@subexworld.com](mailto:mansi.chouhan@subexworld.com)

**“Bill Shock” prevention from Subex**

*Subex delivers EU Regulation Bill Shock prevention solutions to fixed and mobile operations*

**London, UK:** Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) announced today that it is successfully delivering bill shock prevention solutions to EU operators to help them deliver an excellent customer experience and reduce the cost of customer complaints.

Bill shock occurs when users receive unexpectedly large telecoms bills from their service providers. A recent anecdote for bill shock describes a German tourist who downloaded a television programme onto his smartphone whilst on holiday and received a bill of more than €46,000 when he returned home.

EU regulation stipulates that *“every operator must take all reasonable measures to protect their customers from unintentionally high bills due to unplanned usage”*.

Subex's bill shock solution uses its ROC™ Credit Risk Management solution, which allows the subscriber and/or the operator to agree an alert threshold. The suggested default threshold is €50 and any subscriber exceeding that level will receive an alert SMS. The Subex solution allows subscribers to change their threshold to match their individual needs and usage requirements.

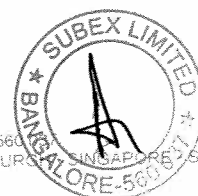
“This is an existing solution which we have already implemented in Telecom Slovenije,” said Paul Skillen, President of Subex EMEA. “The ability to change the credit alert or disconnection thresholds protects subscribers from bill shock whilst providing the operator with a tool to deliver a personalised customer experience.”

**- ENDS-**

**About Subex Limited**

SUBEX LIMITED, ADARSH TECH PARK, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560078, INDIA • BROOMFIELD • DUBAI • LONDON • IPSWICH • MELBOURNE • ONTARIO • OTTAWA • PITTSBURGH • SINGAPORE • SYDNEY

[www.subexworld.com](http://www.subexworld.com)



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 fulfilment, 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](http://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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