

November 23, 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.

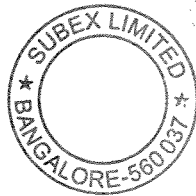
Kindly broadcast the same on your website on November 23, 2010.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



ENCL: As above.

For Immediate Release

23 November 2010

Press contact

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Subex to provide ROC™ for Fraud Management and Revenue Assurance to Palestinian provider

Cellular communication services provider chooses Subex for flexibility and regional understanding

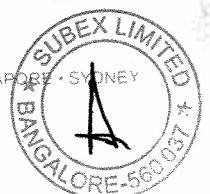
LONDON, UK - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today that it has been chosen to provide its industry leading ROC for Fraud Management and Revenue Assurance solutions for an operator that provides wireless telecommunication services to individuals and businesses in Palestine.

In a competitive bid for services, Subex was chosen for its flexibility and thorough understanding of the local environment.

Subex's ROC for Fraud Management incorporates unique differentiators which drive fraud prevention in any telecom environment, including wireless and across all service types including postpaid, prepaid, value-added service (VAS), multimedia messaging service (MMS), M-Commerce, IPTV, and Triple/Quad Play. The solution also provides flexible user enabled workflows that incorporate notifications and escalations to improve operational processes and productivity, monitor staff performance, and ensure compliance.

The ROC for Revenue Assurance provides unprecedented automated correction capabilities to improve bottom-line results and provide a quick return-on-investment. The solution is flexible and will support revenue assurance practices as the wireless provider expands and matures.

"Subex is pleased to have been chosen once again to offer its ROC for Fraud Management and Revenue Assurance to help enhance our customers' operational efficiency. We consider this as a great testimony to the quality of



products and services that we provide to our customers", said Sudeesh Yezhuvath, Chief Operating Officer of Subex Ltd.

- 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 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

For further information please contact:

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