

December 7, 2010

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

Dear Sir/Madam,

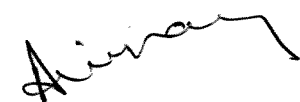
Sub: Press Release

As per clause 31(e) of the Listing Agreement, please find enclosed the Press Release which the Company intends to make.

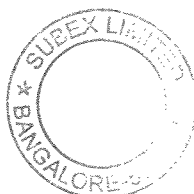
Kindly broadcast the same on your website on December 7, 2010.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



ENCL: As above.

For immediate release

07 December 2010

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

Atlantique Telecom Chooses Subex's ROC™ for Fraud Management and Revenue Assurance

Subex Provides Expertise for one of the Large SP's in West African Market

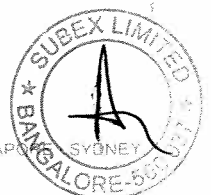
LONDON, UK - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today that it has finalized its deployment of ROC for Fraud Management and Revenue Assurance for Atlantique Telecom (AT). Atlantique Telecom is one of the leading providers of telecom services with subscribers spread throughout the West and Central African countries of Central African Republic, Cotê d'Ivoire, Burkina Faso, Bénin, Gabon, Niger and Togo.

Prior to implementing the Subex solutions, the operational countries underneath Atlantique Telecom were using bespoke systems or manually engaging in fraud and revenue assurance solutions. The ROC for Fraud Management and Revenue Assurance from Subex will provide AT with a centralized system hosted at their headquarters in Abidjan Ivory Coast. This will benefit AT by giving strategic control, reduced hardware overheads, and reduced operational costs while ensuring each country is able to use the systems as easily as if it were a single installation.

The ROC Fraud Management solution supports end-to-end fraud management, from initial information gathering and detection through case closure. The solution is built to help CSPs (Communication Service Providers) move towards fraud prevention by eliminating known frauds, reducing free run time, augmenting internal controls and through continuous fraud management process improvement. The solution ensures a rapid return on investment (ROI) by offering the strongest fraud management capabilities, increasing compliance, reducing risk, and providing economies of scope.

SUBEX LIMITED, ADARSH TECH PARK, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560 037
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The ROC Revenue Assurance provides continuous monitoring and revenue protection. The solution detects not only potential revenue loss, but also assists operators with the investigation, diagnosis, and recovery of these revenues and with their ongoing protection.

The ability of Subex to scale the ROC for Fraud Management and Revenue Assurance across such a large customer base in West Africa, has ensured that all of Atlantique Telecoms customers in this massive implementation will benefit from Subex's fraud protection and revenue assurance solutions.

"Having one centralized deployment for protection against fraud and revenue loss will greatly benefit our systems and service to our customers," said Mohamadou Ramadane SARR, Group Chief Information Officer, Atlantique Telecom. "Subex's expertise as well as their understanding of the region and our needs is invaluable."

"An implementation of this size across six countries in Africa is testament to the scalability of our solutions. It has been our constant endeavor to provide best in-class products and support to CSPs to achieve better operational efficiencies. This new win is testimony to the fact that our reach is global and we remain committed to our belief of helping operators achieve competitive advantage in their markets," said Sudeesh Yezhuvath, Chief Operating Officer, 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.

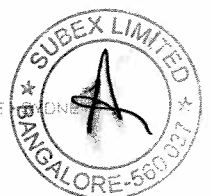
The company pioneered the concept of a Revenue Operations Center (ROC™) – a centralized approach that sustains profitable growth and financial health through coordinated operational control. Subex's product portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric 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

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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.

For further information please contact:

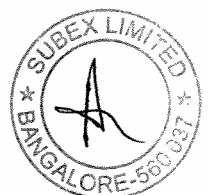
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Press release



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