

June 17, 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.

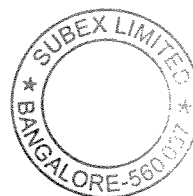
Kindly broadcast the same on your website on June 17, 2010.

Thanking you

Yours truly,
For Subex Limited



Raj Kumar
Chief Counsel & Company Secretary



Press Release

17 June 2010

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Subex's ROC Platform Gains Momentum Globally for a Variety of Applications

Wins 5 license contracts in 6 months amounting to US\$ 10.4 million

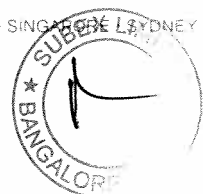
BANGALORE, INDIA: Subex Limited, a leading global provider of Operations and Business Support Systems (OSS/BSS) for CSPs (Communications Service Providers), announced today that its Business Optimization platform Revenue Operations Centre (ROC) has been gaining momentum globally. This is evidenced by the fact that the company has won five license contracts for the platform amounting to US\$ 10.4 million over the past six months.

ROC was voted as one of the three best software products globally in the telco space in 2009 by Light Reading of US. "The traction that we are experiencing with ROC is in line with the ground realities in the telecom market", said Sudeesh Yezhuvath, Chief Operating Officer of Subex. "We expect good growth in order intake with added support from this momentum in ROC", continued Sudeesh. The telecoms business has commoditized at a very fast pace resulting in telcos scrambling for solutions to enhance their operational efficiency while ensuring superior customer experience. ROC addresses these twin issues squarely.

"ROC improves the operational efficiency of operators by identifying and plugging all revenue leakages. Further, it supports the Customer Experience initiatives of the operators through data analysis and presentation of business intelligence coupled with domain expertise and workflow", said Vinod Kumar, Group President of the company.

ROC functions as a financial control centre for the telcos by,

- delivering real-time and actionable insights to effectively monitor and control the operational and tactical response



- providing an integrated platform that sits on top of all Subex OSS/BSS products or 3rd party systems
- linking service provider operations directly to financial health

ROC allows for the correlation of data across business systems, creating an end-to-end view of the customer based on products, services, revenues, margins, costs, and more. ROC also enables service providers to define key cross-domain metrics and KPIs, specific to their business strategy that can be monitored and tracked.

Subex will shortly conduct a webinar on new offerings around the ROC. Please visit <http://www.subexworld.com/roc-webinar-june2010.php> for more details.

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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.

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