

March 23, 2011

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 March 23, 2011.

Thanking you

Yours truly,  
**For Subex Limited**



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



ENCL: As above.

**For immediate release**

**23 March 2011**

**Press contact**            Mansi Chouhan  
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**Subex strengthens European Sales Team with New Recruit**  
*Reinforces its commitment to customers with Germany based Sales Director*

**LONDON, UK** - Subex Ltd, a leading global provider of operations and business support systems (OSS/BSS) for communications service providers, announced today the appointment of Sandro Curati to the European Sales Team. Sandro is based in Germany and in his new role as Sales Director he will be responsible for developing the business for Subex in Germany, Austria, Switzerland, Belgium, Netherlands, Luxembourg and Romania.

Sandro Curati has 12 years of experience in sales in the IT industry in Europe. Prior to joining Subex he worked as the Sales Director and member of the German Executive Team at IP Soft, an IT Service Management and Automation (ITSM) company, and before that in Sales at Damovo (former Ericsson Business Networks).

Commenting on Sandro's appointment, Paul Skillen, President of EMEA, said, "We are delighted to have Sandro join our sales team. His successful track record will reinforce our commitment to our European customers and help us develop additional sales opportunities in the region."

Sandro is fluent in Italian, German, English and also speaks French and has an MBA in Financial Management from Hogeschool Zeeland.

**- 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 improve their operational efficiency to deliver enhanced service experiences to subscribers.

SUBEX LIMITED, ADARSH TECH PARK, DEVARABISANAHALLI, OUTER RING ROAD, BANGALORE 560075, INDIA • BROOMFIELD • DUBAI • LONDON • IPSWICH • MELBOURNE • ONTARIO • OTTAWA • PITTSBURGH • SINGAPORE • SYDNEY

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



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, data integrity management, revenue assurance, cost management, fraud management and interconnect / inter-party settlement. Subex also offers a scalable Managed Services program and has been the market leader in Business optimization for three consecutive years.

Subex's customers include 16 of top 20 wireless operators worldwide\* and 26 of the world's 50 biggest\* telecommunications service providers. The company has more than 300 installations across 70 countries.

\*RCR Wireless list, 2010

\*Forbes' Global 2000 list, 2010

For more information please visit [www.subexworld.com](http://www.subexworld.com)

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Press release