

August 31, 2010

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

Dear Sir

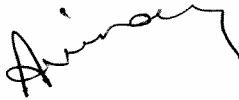
Sub: Press Release

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 August 31, 2010.

Thanking you

Yours truly,
For Subex Limited



Vinay M A
Assistant Company Secretary



Press Release

Date 31 August 2010

Press contact Farhath Farooqui
Vice President – Marketing
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Subex to help Ecuador telecom major combat network fraud

*Prestigious win in Latin America highlights superior functionality of Subex's ROC
Fraud Management solution*

BANGALORE, INDIA: Subex Ltd, a leading global provider of Operations and Business Support Systems (OSS/BSS) for Communication Service Providers, announced today that it has been selected by a major telecommunications service provider in Ecuador to implement its industry leading ROC (Revenue Operations Center) Fraud Management Solution. The operator will be deploying the ROC Fraud Management Solution for its entire operations, including the wireline and mobile networks across Ecuador.

The operator did not have any form of Fraud Management solution prior to this. The deal was clinched by Subex after a grueling global RFP (request for proposal) process based on the solution's technical superiority, global expertise, regional commitment and presence.

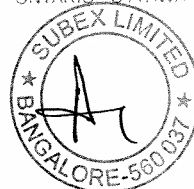
"This is an important win for us in the South American region. The ROC Fraud Management solution is a key component of the ROC and will help the operator to have in place a foolproof system to prevent any occurrence of fraud in their network", said Sudeesh Yezhuvath, Chief Operating Officer, Subex Ltd.

Subex's ROC Fraud Management, 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. It boasts several industry-leading features, enabling real time reaction through its in-line controls and transaction controls and prioritizes investigation of potential fraud cases through its advanced artificial intelligence (AI) techniques.

Some of Subex ROC Fraud Management's features are:

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- **Pre-check** functionality, which runs multiple checks on new subscription against blacklists and identifies fraudsters based on phonetic, exact and combination matches.
- Patent-pending **e-fingerprinting** feature, which captures the details of subscriber behaviour and matches against a hot list of previously recorded fraudster fingerprints without relying on any subscriber credentials.
- **IAQ (Intelligent Alarm Qualifier)**, which uses AI to detect the truly false alarms, thereby increasing analyst productivity and reducing revenue leakage.

- END -

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.

For further information please contact:

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