



PERSISTENT

NSE & BSE / 2016-17 / 82

October 5, 2016

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051

The Manager,
Corporate Services,
BSE Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400 001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub: Press Release regarding "Persistent Systems Appoints Jacqueline White Chief Customer Officer"

We wish to inform you that the Company has made a Press Release dated October 5, 2016 titled "Persistent Systems Appoints Jacqueline White Chief Customer Officer".

The copy of the Press Release is enclosed for your records.

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited

Mangesh Mandrekar
Assistant Manager – Corporate Secretarial



Encl.: As above



Persistent Systems Appoints Jacqueline White Chief Customer Officer

Santa Clara, Calif. and Pune, India – October 5, 2016 – Persistent Systems (BSE & NSE: PERSISTENT) today announced that Jacqueline White has joined the company as Chief Customer Officer. In this newly created role, Ms. White is responsible for all aspects of customer satisfaction and success. She will strengthen the company's partner ecosystem to focus on the "how" of digital for customers, and spearhead new offerings and market-facing strategies that position Persistent as their strategic partner for digital transformation.

Ms. White brings over 25 years of experience of consulting services, and enterprise software experience. Most recently she served as SAP's SVP of Global Financial Services Consulting and was a Managing Director at Accenture leading a national team across 17 sub-industries.

Quote from Persistent Systems Founder and CEO, Anand Deshpande

"Jacque brings success from a broad spectrum of organizations and roles that ideally maps to our vision for our future. The Persistent brand is strengthening. The value of our product development and technology DNA completely distinguishes us in this new software-driven world. Jacque and her strong experience will lead our customers in their transformation into a software-driven business, and strengthen our partner ecosystem to support our growth strategies."

Quote from Jacqueline White, Chief Customer Officer at Persistent Systems

"We are at an inflection point in business and technology that we often only recognize in retrospect. This is an opportunity to lead it, to forge a new way of doing things that is fundamentally changing both technology and business. As the world becomes software-driven, it's clear that Persistent combines the vision, products, alliances and services required to be the leader in the *how* of digital transformation."

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies with software at the core of their digital transformation.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, [click here](#).

For more information, please contact:

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