

NSE & BSE / 2017-18 / 07

April 11, 2017

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 "Blink, Touch or Speak and say Goodbye to Passwords as Nok Nok Labs Teams with Persistent to Simplify Sign-In for App Services"

We wish to inform you that the Company has made a Press Release dated April 11, 2017 titled "**Blink, Touch or Speak and say Goodbye to Passwords as Nok Nok Labs Teams with Persistent to Simplify Sign-In for App Services**".

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Persistent Systems Limited**



 Amit Atre
Company Secretary



Encl.: As above



Blink, Touch or Speak and say Goodbye to Passwords as Nok Nok Labs Teams with Persistent to Simplify Sign-In for App Services

Collaboration with start-ups and technology innovators strengthens Persistent's partner ecosystem for digital transformation

Palo Alto and Santa Clara, California
April 11, 2017

Nok Nok Labs™, an innovator in modern authentication and a founding member of the FIDO Alliance, is teaming with Persistent Systems (BSE & NSE: PERSISTENT) to transform password security features and reduce friction around signing in for app services consumers. The collaboration with Nok Nok Labs is the latest example of Persistent growing its digital transformation partner ecosystem with start-ups and technology innovators.

Last month Persistent Systems announced an agreement with USAA for development rights to a number of patented innovations currently in use by USAA related to security in financial services.

Persistent Systems and Nok Nok Labs are helping software-driven businesses simplify and strengthen their digital security experience. In the digital world, users expect access to large amounts of data – much of it sensitive – across multiple devices and in an easy-to-use interface. In today's world, however, users are frequently dealing with multiple passwords for different applications, increasingly complex passwords and security steps, compromised passwords or just the demand to change passwords as frequently as every six weeks. The result; bad customer experiences. For app services providers, it can also mean the difference between whether a user stays with a service or leaves in frustration.

[Click here to view video of Nok Nok Labs.](#)

Nok Nok Labs provides an intuitive, easy-to-use and secure authentication infrastructure for mobile and web applications, using standards-based solutions that include support for the FIDO Protocols. The Unified Authentication Infrastructure is aimed at disrupting the underlying framework on which current authentication solutions depend, specifically designed for modern computing requirements and the Internet of Things. The adoption of cloud computing and the mobile device ecosystem requires the ability to move beyond the username-and-password paradigm of the past.

Quote from Ramesh Kesanupalli, founder of Nok Nok Labs and FIDO visionary

"In our view, a user authenticates to a device, and a device authenticates into a network – security is that simple. These two layers of abstraction allow you to attach biometrics – a blink into a camera, touch on a fingerprint sensor, or spoken phrase into the microphone – which are, absolutely, unique to the user and offer a wonderful level of privacy. It's also a much more elegant and easy user experience. Working with Persistent, we're helping enterprises securely scale their apps and digital experiences."





Quote from Munjay Singh, President, Services at Persistent Systems

"Collaborating with innovators like Nok Nok Labs enables us to extend compelling and cutting edge products and solutions to our enterprise customers, strengthening our technology and partner ecosystem for digital transformation. As a preferred partner for FIDO integration Nok Nok Labs strongly complements other recent agreements Persistent has entered into with industry leaders to develop authentication and security solutions."

About Nok Nok Labs

Nok Nok Labs is the leading provider of strong, FIDO-based authentication to organizations with internet-scale mobile and web applications requiring improved user engagement and security. Nok Nok Labs' S3 Suite software allows organizations to use standards-based authentication that rapidly supports new methods of user authentication. Such methods accelerate revenues through improved user engagement while reducing fraud and avoiding costly password resets. The solution enables organizations to demonstrate brand leadership by supporting emerging mobile authenticators while avoiding costly development efforts to support new authentication methods. Nok Nok Labs is a founding member of the FIDO Alliance with customers including NTT DOCOMO, Paypal and Alipay. For more information, visit www.noknok.com.

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, please visit:

http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml

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