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November 17, 2015

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 Partners with Akumina, Strengthening Partner Ecosystem for Digital Transformation"

We wish to inform you that the Company has made a Press Release dated November 17, 2015 titled **"Persistent Systems Partners with Akumina, Strengthening Partner Ecosystem for Digital Transformation"**.

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



Persistent Systems Partners with Akumina, Strengthening Partner Ecosystem for Digital Transformation

Closes acquisition of Akumina's services business; makes strategic investment in Akumina

Santa Clara, CA and Pune, India

November 17, 2015

News

Persistent Systems (BSE & NSE: PERSISTENT), a global software developer, today announced the acquisition of the digital content management solutions business of Akumina, maker of InterChange, an innovative software platform that optimizes user experiences for digital businesses using Microsoft SharePoint. Persistent also announced a strategic partnership and investment in Akumina, strengthening its Partner Ecosystem for Digital Transformation.

"Digital content has exploded in all forms across enterprises and technologies for managing such content are at the core of marketing led digital transformation," said Mike Stipe, Senior Vice President at Persistent. "Integral to those transformations is user experience that makes searching and managing enterprise content easy and effective. Akumina's content management experts joining Persistent will enhance our ability to build disruptive experiences and innovative solutions for CMO led transformations for enterprises."

The SharePoint ecosystem represents more than \$12B in spending annually making it vital to any business looking to guide their clients in transforming their organization into a truly digital business. With this relationship with Akumina and the recent acquisition of RGEN Solutions, Persistent Systems continues to strengthen its ability to assist clients in their digital transformation using Microsoft technologies.

"To achieve true digital transformation, it must be easy for users to adopt digital business solutions," said Ed Rogers, Akumina's CEO. "Our software is innovative in how it transforms the way people experience SharePoint and its data. We create a transformative digital experience for business users, consumers, designers and developers. It is exciting to have an organization with such a strong commitment to Digital Transformation recognize how InterChange ensures end user adoption of their digital solutions. As a result, our existing and future clients looking for new ways to improve their business with technology and software, will greatly benefit from the strong partnership between Persistent Systems and Akumina."

Additional Resources

- [Persistent Systems Digital Transformation](#)
- [Persistent Systems Microsoft Practice](#)
- [Persistent Systems Software DNA](#)
- [Akumina Overview Video](#)





PERSISTENT

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

About Akumina

Akumina builds a software platform to transform the way the world works with Microsoft SharePoint and its data, creating a transformative digital experience for business users, consumers, designers and developers. The company boasts an experienced executive team with better than 50 years of successfully delivering web software solutions to companies that range from small & medium businesses to fortune100 heavy-weights. Akumina's customer base includes Roper Technologies, the Realty Operations Group and University of California.

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For more information, please contact:

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