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February 25, 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,
Bombay Stock Exchange 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 "Accelerite Announces Location-as-a-Service (LaaS) API Platform"

We wish to inform you that the Company has made a Press Release titled **"Accelerite Announces Location-as-a-Service (LaaS) API Platform"**.

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





Accelerite Announces Location-as-a-Service (LaaS) API Platform

India's Automotive Market Leader Mahindra Launches Accelerite LaaS

February 23, 2016 02:00 AM Eastern Standard Time

BARCELONA, Spain--(BUSINESS WIRE)--Mobile World Congress 2016 - Accelerite, a provider of infrastructure software for mobility, telco service creation, IoT, cloud and endpoint solutions, today announced the launch of its Location-as-a-Service (LaaS) API platform, enabling operators and enterprises to streamline mobile device location aggregation. India's leading automotive manufacturer Mahindra & Mahindra is integrating the Accelerite LaaS API service throughout India.

Accelerite LaaS makes existing business applications "location context-aware" by offering mobile app developers a location API service capable of providing access to the whereabouts of virtually all mobile devices of customers, employees and assets on the operators' networks, in accordance with subscriber privacy notification and consent regulations. The service is device agnostic and even works for basic phones lacking GPS or data connectivity.

"Accelerite LaaS currently integrates with the top mobile operators in India, offering the potential to locate more than 540 million devices of all types, including mobile phones without GPS or data functionality," said Nara Rajagopalan, CEO of Accelerite. "This capability is of great importance to developers of innovative mobile services, such as Mahindra's SmartShift transport service. Accelerite invites mobile operators and app developers building innovative mobility solutions around the world to discuss with us the advantages of becoming an Accelerite LaaS network partner."

Mahindra's SmartShift team sought to develop an intra-city solution for cargo movement that connects small transporters with potential customers. The ability to track all drivers, even those without smart phones, led SmartShift to select Accelerite's LaaS as a critical enabler.

Ms. Kausalya Nandakumar, CEO of SmartShift by Mahindra & Mahindra, said, "In India, over 80 percent of handsets used by drivers in the cargo logistics space are still basic phones without GPS or data connectivity. Accelerite's LaaS made it possible for us to track these handsets without having to deploy any additional apps or negotiate commercial terms with multiple operators. With Accelerite LaaS, we only had to integrate with one API to expand our location visibility to millions of devices in our market. This helped us provide access to SmartShift services to a larger base of customers and establish our market dominance."

Accelerite is exhibiting its LaaS and Aepona IoT/Network Service Creation solutions for mobile operators, enterprises and mobile application developers at Mobile World Congress, Barcelona, Spain, February 22-25, 2016 at Hall 8 Stand 8.0D53.

More information on Accelerite LaaS can be found at: <https://laas.accelerite.com/>



About Accelerite

Accelerite provides infrastructure software in the areas of Cloud Management (Convirt/rCloud/Rovius), Endpoint and Enterprise Mobility Management (Radia) and an API-based service creation and monetization platform for the fields of telecommunications and Internet of Things (Aepona, acquired from Intel). These products meet the needs of Fortune 500 and SMBs globally. Accelerite is the products business of Persistent Systems (BSE & NSE: PERSISTENT), a global leader in software product development and technology services, with over 8,000 team members worldwide.

For more information, please visit www.accelerite.com

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