



NSE & BSE / 2014-15 / 57

October 29, 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 builds online communities for AirTight Networks' customer support and international channel programs"

We wish to inform you that the Company has made a Press Release dated October 29, 2015 titled **"Persistent Systems builds online communities for AirTight Networks' customer support and international channel programs"**.

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 builds online communities for AirTight Networks' customer support and international channel programs

Santa Clara and Mountain View, CA

October 29, 2015

AirTight Networks, a global leader in cloud managed Wi-Fi, continues to drive its vision of simplifying connectivity to the digital world with the successful launch of new customer and partner-focused online communities. Designed and implemented by Persistent Systems (BSE & NSE: PERSISTENT) these online communities are built on, and integrated with, the Salesforce platform to enable peer-to-peer support for both customers and partners, providing a better user experience, higher engagement and faster answers to questions.

AirTight's mission is to make enterprise Wi-Fi extremely simple and massively scalable to connect billions of devices to the digital world. AirTight is obsessive about making its customers successful and is committed to fearless creativity, partnering with others who share the same passion. The company provides users with the most affordable and highly-secure cloud based wireless networks.

As Rick Wilmer, AirTight CEO, says, "Accelerating global delivery of our cloud-managed Wi-Fi solutions is a top priority. To accomplish this, we search out new and smart ways to make our customers and partners successful as they further their innovations through cloud Wi-Fi. Being able to provide an engaging community to our customers and partners is essential to AirTight's growth."

Persistent helped build a user community for AirTight with the following features:

- Additional, faster ways for customers to learn and get help.
- A place for customers to collaborate with each other.
- A way for global channels to get specific information and offerings based on their geography and specialty.



Ashish Seth, Vice President, Social Practice at Persistent Systems, adds, "AirTight Networks is a great example of what we call a born-in-the-cloud company. They've always been digital, so they aren't encumbered by legacy outlooks, and are now looking at how to extend their digital advantage. They're enabling their customers and partners to work smarter, which results in faster and greater ROI for everybody."

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:

[www.persistent.com/Portals/0/forward looking cautionary statement.shtml](http://www.persistent.com/Portals/0/forward%20looking%20cautionary%20statement.shtml)

About AirTight Networks:

AirTight Networks simplifies connectivity to the digital world as a global leader in highly secure cloud-managed Wi-Fi solutions. Its carrier-class, multitenant cloud architecture is incredibly simple and massively scalable. AirTight's network solutions are easy to deploy and intuitive to manage while enabling advanced Wi-Fi user analytics and social engagement. Above all, AirTight continues to advance its widely acknowledged industry-leading security capabilities. For more information, please visit us at: www.airtightnetworks.com, or follow us @AirTight.

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