

NSE & BSE / 2025-26 / 082

July 3, 2025

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
P J Towers, Dalal Street,
Mumbai 400 001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir/Madam,

Sub: Intimation under Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015

In terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with SEBI Circular bearing ref. no. SEBI/HO/CFD/CFD-PoD-1/P/CIR/2023/123 dated July 13, 2023, and the SEBI Master Circular No. SEBI/HO/CFD/PoD2/CIR/P/0155 dated November 11, 2024 ('the SEBI Circulars'), we hereby inform you that Ms. Shimona Chadha has been appointed as the Chief Marketing Officer of the Company with effect from July 2, 2025 (USA Time).

The requisite disclosure is attached as Annexure A.

This is for your information and record.

Please acknowledge the receipt.

Thanking you,

Yours Sincerely,
For **Persistent Systems Limited**

Amit Atre
Company Secretary
ICSI Membership No.: A20507

Encl: As above

Annexure A:

Disclosure in terms of Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 read with the SEBI Circulars:

Particulars	Details
Reason for change viz. appointment:	Appointment of SMP
Date and terms of appointment:	Ms. Shimona Chadha has been appointed as the Chief Marketing Officer and SMP of the Company with effect from July 2, 2025 (USA Time).
Brief profile (in case of appointment):	<p>Ms. Shimona Chadha has 20+ years of strategic B2B and B2C marketing experience, propelling companies to global market leadership and driving business transformation. She has expertise in elevating marketing's impact on revenue, demand, and customer retention across 60+ countries through AI-driven insights, advanced analytics, and integrated strategies.</p> <p>She has been a catalyst for change at the intersection of business and technology, with a proven ability to align marketing with sales to accelerate growth. She is also known for fostering innovation, collaboration, and high performance within global teams.</p>