

NSE & BSE / 2020-21 / 61
September 14, 2020

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 “Persistent wins prestigious 2020 ISG Star of Excellence™ Award, achieving highest customer experience scores of any company”

We wish to inform you that the Company has made a press release dated September 14, 2020, titled “Persistent wins prestigious 2020 ISG Star of Excellence™ Award, achieving highest customer experience scores of any company”.

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

Please acknowledge the receipt.

Thanking you,

Yours Sincerely,
For **Persistent Systems Limited**

Amit Atre

Amit Atre
Company Secretary
ICSI Membership No.: A20507

Encl.: As above



Persistent

Persistent wins prestigious 2020 ISG Star of Excellence™ Award, achieving highest customer experience scores of any company

Also named a winner in BFSI and Healthcare and Life Sciences, as well as in North America and APAC regions

Santa Clara, Calif.; Pune, India

September 14, 2020

[Information Services Group \(ISG\)](#), a leading global technology research and advisory firm, has announced that [Persistent Systems](#) (BSE and NSE: Persistent) has won the third annual ISG Star of Excellence™ Award for the quality of its core technology services, based on direct feedback from more than 100 enterprise customers.

In addition to recognizing excellence in core technology and emerging technology services, the ISG Star of Excellence Awards also recognize excellence in customer centricity for given industries and geographic regions. Persistent was also named a winner in four categories:

- BFSI - globally
- Healthcare and Life Sciences industries - globally
- North America region
- The APAC region

Of note, Persistent outperformed the market in the following criteria by voters: effective execution, creating value for all stakeholders, cultural alignment with enterprise customers and strong collaboration within customer ecosystems.

This is the first time Persistent participated in the survey and these latest awards are yet another testament to its capabilities on the back of its being named [a top service provider globally and in the Americas and EMEA](#) in the Q2 2020 ISG Index.

Through its 2020 “Voice of the Customer” study, ISG surveyed more than 2,000 enterprise customers, across a multitude of leading IT Services providers, to obtain their feedback on the provider service quality. Enterprises were asked to rank providers of established technologies in the areas of collaboration, execution, governance, innovation and people. The chosen enterprise respondents all had direct exposure to providers and represented a broad cross section of industries, company sizes, geographies and areas of responsibility. The winners were selected from 24 service providers that consistently demonstrated the highest standards of customer service excellence in the past year.

Quote from Michael P. Connors, chairman and CEO of ISG

“On behalf of ISG, I want to extend our heartiest congratulations to Persistent Systems. This year, we received more evaluations from the broadest range of enterprises and providers to date. This demonstrates the growing stature of this award and ensures it truly represents the full diversity and breadth of the global sourcing industry, with a balanced mix of technology strategists, business leaders, procurement officers and commercial vendor managers responding to our survey. By making customer experience a key competitive differentiator, the ISG Star of Excellence Awards will encourage the broader industry to make this a key focus area. Seeing Persistent repeatedly among the top players is a testament to its high-impact projects that contribute to digital business acceleration and enterprise modernization.”

ISG also noted this year’s survey results showed enterprises want service providers to feel they are a part of the enterprise team and exhibit true collaboration with other technology providers in the enterprise’s ecosystem.

Quote from Sandeep Kalra, Executive Director and President, Persistent Systems

“This recognition, based on feedback from our clients around the world, is the strongest endorsement of Persistent. We pride ourselves on being strategic and tactical at once. By combining visionary thinking with the most current capabilities, we bring impactful solutions to our clients. Their success is the bedrock of our continued growth even in these challenging times.”

The ISG Star of Excellence Awards recognize services that form the core of the industry: Application development, data centers, end user computing, managed network services, business process management are included in the category. These also include cloud-based services that deliver any one of the above.

Qualification Criteria

To qualify to the Star of Excellence Award, a provider is required to have:

- A minimum of 20 unique clients and 30 responses
- Responses must reflect at least two technologies (ADM, Data Center, EUC, MNS, BPM)
- Responses must cover at least two geographies (ANZ, Rest of Asia, SEMEA, DACH, Nordics, UK&N-Ireland, North America, LATAM)
- Responses must cover all categories (Collaboration, Execution, Governance, Innovation and People) to qualify.

About ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including more than 75 of the world's top 100 enterprises, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 digital-ready professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data. For more information, visit www.isg-one.com.

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) is a global solutions company delivering digital business acceleration, enterprise modernization and digital product engineering for businesses across all industries and geographies.

www.persistent.com

Forward-looking and Cautionary Statements

For risks and uncertainties relating to forward-looking statements, please visit www.persistent.com/FLCS

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