



PERSISTENT

NSE & BSE / 2012-13 / 028

July 9, 2012

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 Systems provides Social Media Analytics for
"Satyamev Jayate"**

We wish to inform you that the Company has made a Press Release dated July 9, 2012 titled **Persistent Systems provides Social Media Analytics for "Satyamev Jayate"**

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Persistent Systems Limited**

Vivek Sadhale
Company Secretary and Head – Legal



Encl: As above



Persistent Systems provides Social Media Analytics for “Satyamev Jayate”

Pune, India – July 9, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the leader in outsourced software product development (OPD) services, announced its association with Star India to provide social media analytics for Aamir Khan’s pioneering, television show “Satyamev Jayate.”

Satyamev Jayate has caught the interest of the entire nation. It aims to shed light on important social issues faced by India, with an intent to bringing about social awareness. Viewers are encouraged to share their opinions, personal experiences and suggestions in various ways – including SMS, IVR and online media. This has created a large volume of data that needs to be analyzed instantly and on a continuous basis.

This is the first time that viewer responses and sentiments are being tracked and analyzed on such a large scale in India. After the end of each episode, the discussion around the show, trends heavily on Twitter occupying the top slots in India and even worldwide. Within the first nine weeks of the show there was a staggering 900 million impressions made across web and social channels about Satyamev Jayate.

In the last few weeks there has been a wealth of unstructured responses flowing in from a variety of sources – Twitter, Facebook, YouTube, website comments, SMS polls, and phone voice messages. This data is being analyzed and delivered by Persistent Systems to Satyamev Jayate Team at Star India and Aamir Khan Productions in real time to understand the impact the show has on the governmental, social and, most importantly, the individual level.

A groundbreaking Content Filtering, Ranking and Tagging System (CFRTS) has been custom developed for the data analysis of Satyamev Jayate. Persistent has assembled an array of automated tools to parse the data and a user-interface for several hundred analysts to process messages for deep analytics. The result is a cluster-based analysis along with trend, demographics and sentiment analysis for each message.

Persistent Systems ‘Big Data’ team builds tools and accelerators for global enterprises that substantially reduce the effort required for building Big Data application. Persistent Systems rapidly designed and implemented the entire analytics program and has handled the torrent of feedback in relation to the show.

The data is being portrayed on a series of dashboards that are featured online at www.satyamevjayate.in as well as on air on the STAR Network. The featured content and the impact dashboards are available on every web page for the episode as well as central impact page is available here: www.satyamevjayate.in/impact/impact.php.

Commenting on the partnership, Dr. Anand Deshpande, Chairman and Managing Director, Persistent Systems said, “We are very excited to be a strategic partner to the creative and unique initiative that is Satyamev Jayate. Persistent has been at the forefront of the Big Data revolution, working on key technologies, building platforms and creating solutions to help enterprises solve Big Data problems but by working with STAR and the Satyamev Jayate team we are leveraging our expertise to contribute towards a social cause.”

“We are very keen to understand and capture the chronology of change that is being affected through Satyamev Jayate. Hence we were looking for a partner who can not only mine the relevant data, but also analyse and present it in a meaningful way. Persistent Systems has managed to do this very well and in fact the



wealth of data and information makes for an interesting read for any student of social change.” said Lalit Bhagia, Vice President, Digital for Star India.

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product development services. For more than two decades, Persistent has been an innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups. With a global team of 6,600+ employees, Persistent has 350+ customers spread across North America, Europe, and Asia. Today, Persistent focuses on developing best-in-class solutions in four key next-generation technology areas: Cloud Computing, Mobility, BI & Analytics, Collaboration across technology, telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare verticals. For more information, please visit: www.persistentsys.com

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit: [www.persistentsys.com/Portals/0/forward looking cautionary statement.shtml](http://www.persistentsys.com/Portals/0/forward%20looking%20cautionary%20statement.shtml)

About Star India:

STAR India is a leading media and entertainment company, broadcasting content to more than 400 million people every week across India and more than 100 countries across the globe. Its channel portfolio includes India's No. 1 entertainment channel Star Plus, its leading movie channel Star Gold, Channel [V], Star Jalsha, Star Pravah, Star World, Star Movies, Star Utsav, Life OK and Movies OK. Star also has a presence in regional broadcasting through a bouquet of joint venture channels in Asianet and Star Vijay and in sports through a joint venture with ESPN. In the two decades since its inauguration, the Star network has consistently set the benchmark for the industry through innovative programming and investments in leading technologies.

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