



PERSISTENT

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February 26, 2013

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400051

The Manager,
Corporate Services,
Bombay Stock Exchange Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sirs,

Sub.: Press Release regarding "Persistent Systems Launches PaxPharma, Compliance-based Design to Print Automation for the Pharmaceutical Industry"

We wish to inform you that the Company has made a Press Release dated February 26, 2013 titled "Persistent Systems Launches PaxPharma, Compliance-based Design to Print Automation for the Pharmaceutical Industry".

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited

Virek Sachdev
Company Secretary and Head – Legal

Encl: As above



Persistent Systems Launches PaxPharma, Compliance-based Design to Print Automation for the Pharmaceutical Industry

Philadelphia, PA – Pharma Packaging and Labeling USA 2013-- February 26, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced the immediate availability of PaxPharma, a compliance-based, Design to Print (D2P) automation solution designed specifically for pharmaceutical packaging and product lifecycle management (PLM). The company unveiled the solution at this year's Pharma Packaging and Labeling USA 2013 conference being held February 26 and 27 at the Hilton Philadelphia City Avenue Hotel.

PaxPharma, the newest offering in the Paxpro Enterprise Collaboration Solution suite and the first of its kind for the pharmaceutical industry, delivers the entire D2P supply chain on one easy to use platform – from NPI/NPD, product design and CAD, to labeling, artwork management, PLM and document lifecycle management for pharmacovigilance.

“PaxPharma delivers an enhanced user experience through a fully integrated solution with secure data transfer across modules that significantly helps reduce human error, ensure regulatory compliance, and improve time to market,” said Ram Pazhayannur, VP of Paxpro Business Unit, Persistent Systems. “We are very excited to deliver this next generation compliance-based automation solution for the pharmaceutical industry that simplifies the entire D2P process across the supply chain – from brand managers, to suppliers and customers.”

PaxPharma includes a unique FDA rules database module that manages the rules and regulations set by the FDA for each product type, from OTC drug to cosmetics. This module automatically selects several of the FDA rules based on product attributes specified by the labeling specialist – greatly reducing errors and providing significant time savings. Near print-ready Drug Fact Templates (DFT's) and labeling documents can be produced using this module allowing marketing managers to have better control of their artwork and labeling assets while reducing dependency on graphic artists and post production iterations.

PaxPharma modules include:

- NPI/NPD
- BOM/SKU
- FDA rules database for accurate and compliance-based product labeling
- Artwork lifecycle management
- Document Lifecycle management for pharmacovigilance
- Real time reports
- Project Management

PaxPharma comes integrated with:

- Adobe Illustrator – for artwork and label design

- Dassault Systèmes SolidWorks for CAD
- Oracle AutoVue for 3D viewing and proofing
- Global Vision for text and artwork auto-proofing

PaxPharma is available immediately. For more information please visit: <http://www.paxpro.com>.

Ram Pazhayannur VP, Paxpro will present a session on “*Addressing Technology Transitions in the Pharma Industry in Order to Arrive at Next Generation Solutions*” on Tuesday, February 26 at 2:30PM. Using case study examples, attendees will gain insight by looking at how other industries have transformed from a services/product nature to being solution focused. This session discusses the role technology plays in this transformation and provides examples of how big data, social media, mobile technologies are catalysts in this changing landscape.

To arrange a meeting with Persistent Systems at *Pharma Packaging and Labeling USA 2013* please contact Ilona Mohacsi at ilona@penvine.com.

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology 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 more than 6,000 employees, Persistent has 300 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, Analytics and Collaboration, for telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare verticals. For more information, please visit: <http://www.persistentsys.com>.

Paxpro is an Enterprise Collaboration Solution of Persistent Systems, that helps integrate the Design to Print (D2P) supply-chain process, across pharmaceutical, food and beverage, health and beauty, telecom and other regulated industries. Paxpro solutions provide the backbone for brand managers to get their products released to market faster, error free and at costs significantly lower than with traditional ERP and PLM systems. Global brands across the world rely on Paxpro for their D2P processes, which are delivered securely over the cloud and in compliance with standards including 21 CFR Part 11 and GMP.

For more information please visit: <http://www.paxpro.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).

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