



PERSISTENT

NSE & BSE / 2014-15 / 68

November 3, 2014

✓ 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 "Dr. Abhay Jere Named on the PM's Technology Panel for 'Swachh Bharat Abhiyan'"

We wish to inform you that the Company has made a Press Release dated November 3, 2014 titled "Dr. Abhay Jere Named on the PM's Technology Panel for 'Swachh Bharat Abhiyan'".

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 Limited (CIN: L72300PN1990PLC056696)

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Dr. Abhay Jere Named on the PM's Technology Panel for 'Swachh Bharat Abhiyan'

Pune, November 3, 2014:

Dr. Abhay Jere has been nominated as a member of the expert committee for 'Swachh Bharat' campaign set up by the Prime Minister. The committee is chaired by Dr. Raghunath Mashelkar and includes 19 eminent experts. The panel will advise the Prime Minister on leveraging technology to improve sanitation and the availability of potable water in India.

Dr. Jere is Vice President, Head – Persistent Labs at Persistent Systems Limited, Pune and the Convener of newly formed group i4c (Inter-Institutional Inclusive Innovation Centre).

Quote from Dr. Raghunath Mashelkar, scientist and former director general of the Council of Scientific and Industrial Research

"Swachh Bharat is possible through citizens' active participation. Our 19-member expert panel has been asked to examine best technologies on sanitation and water so that they can be scaled up on a sustainable basis in various states, with affordability, sustainability, scalability and quality as the main criteria."

Quote from Vinay Sahasrabuddhe, Public Policy Research Centre and a co-panelist

"Universal sanitation is a long cherished dream for India. It is a multi-dimensional issue that demands learning from past failures and successful experiments made abroad. To successfully achieve 'Swachh Bharat', we not only need technology innovations but also innovative approaches to tackle social psychology, community consideration and governance."

About i4c:

Inter-Institutional Inclusive Innovation Centre (i4c) is an independent, public, non-profit organization and is based on unique Public-Private-People-Media Partnership Model (P3MP). i4c acts as a platform to pro-actively scout, showcase and handhold technology innovators for inventions that wide impact especially at the base of our population pyramid. i4C supports the innovation eco-system by helping innovators get their ideas market ready. The i4C mission emphasizes on creating a culture of innovation through training, building awareness and crowdsourcing new ideas through grand challenges and innovation competitions. Dr. Abhay Jere is the convener and Persistent Systems is the founding member of i4c.





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About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers business, for enterprises and software product companies with software at the core of their digital transformation. For more information, please visit <http://www.persistent.com/>

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit:

http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml

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