



PERSISTENT

NSE & BSE / 2012-13 / 026

July 4, 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 Announces The Grand Launch of Alan Turing Centenary Celebrations"

We wish to inform you that the Company has made a Press Release dated July 4, 2012 titled "Persistent Systems Announces The Grand Launch of Alan Turing Centenary Celebrations"

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 announces The Grand Launch of Alan Turing Centenary Celebrations

Pune, India - July 07, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the leader in outsourced software product development (OPD) services, today announced that they are holding yearlong celebrations to honor the centenary year of Alan Turing; the father of computer science.

Alan Turing, born on June 23, 1912, was an English mathematician, logician, cryptanalyst, and computer scientist but most of all he was an extraordinary visionary before his time. It was his invention - the Universal Turing Machine that laid the foundation for today's computers. The world is indebted to him for his work in computability theory and is celebrating this year as 'Turing 100 Year'.

The inaugural event of the Centenary Celebrations will be held on Saturday, July 7, 2012 at 2pm at the Dewang Mehta Auditorium, Persistent Systems Limited, Senapati Bapat Road, Pune. The highlights of this event include a keynote address by Dr. Mathai Joseph, Advisor TCS and a talk on Turing's Theory of Computation by Vivek Kulkarni, Principal Architect at Persistent Systems. The inaugural session will be followed by a series of monthly Techtalks on the first Saturday of the month, where experts will talk about the work and influence of different Turing Award winners.

"We are delighted to be celebrating Alan Turing's centenary year," said Dr. R. Venkateswaran, Chief Technology Officer, Persistent Systems. "Alan Turing has contributed so much to computer science and published some of the most important papers in computer science - *Computable Numbers, with an Application to the Entscheidungs problem and Proposed Electronic Calculator* amongst others. At Persistent Systems, we are celebrating his contributions with a host of activities that will run throughout the year. We have many notable speakers who will talk on Turing's contributions and the impact he has had on modern day computers."

In addition to the series of lectures Persistent Systems has also planned a programming contest, quiz contest, Turing walkathon, and a Knowledge Sharing Conference. These sessions are free and open to all. For registration please visit: <http://www.persistentsys.com/About/Turing100.aspx>

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)

Media Contacts:

Rashmi Joshi
Persistent Systems Ltd.
Tel: +91 83083.39400
Email: rashmi_joshi@persistent.co.in

Atul Shah
20:20 MSL
Tel: +91 99602.55829
Email: atul.shah@2020msl.com

