



PERSISTENT

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October 5, 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 Appoints Nara Rajagopalan as Chief Product Officer"

We wish to inform you that the Company has made a Press Release dated October 5, 2012 titled "Persistent Systems Appoints Nara Rajagopalan as Chief Product Officer"

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited

Rohit Kamat

 Rohit Kamat
Chief Financial Officer



Encl: As above



PERSISTENT

Persistent Systems Appoints Nara Rajagopalan as Chief Product Officer

New Role Underscores Company's Focus on Expanding IP and Product Portfolio

Santa Clara, CA – October 5, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that Nara Rajagopalan has been appointed as Chief Product Officer at Persistent Systems. In this newly created role, Mr. Rajagopalan will be responsible for growing the Company's Intellectual Property and product portfolio. Nara Rajagopalan will be based in Santa Clara, CA managing a global team and report to Hari Haran, President Persistent Systems, Inc.

The Company will continue to focus its IP and product portfolio in its four strategic areas of Cloud Computing, Collaboration, Mobility and Analytics and develop solutions that meet market challenges. Persistent continues to look at opportunities to acquire product and solutions that fit into these strategic areas in order to strengthen the solutions it offers to its growing customer base.

"Persistent Systems is an expert in helping technology firms develop their products and has an excellent track record in achieving this," said Nara Rajagopalan, Chief Product Officer, Persistent Systems. "Persistent has steadily grown its technology consulting business and is ready to expand its Intellectual Property led business. This strategy needs to be executed organically by developing and marketing products and solutions, as well as inorganically by making acquisitions, as Persistent Systems looks to grow its customer solution offerings. I'm excited to join the Persistent team and take on this strategic role."

Nara Rajagopalan joins Persistent Systems from Altosian, a network management infrastructure firm where he was CEO and a co-founder. Prior to this, he was the Senior Vice President of Products at Openwave where he led the \$300M per year product portfolio focused on mobile data mediation and communication infrastructure. In previous roles, Nara served as a Software CTO at Lucent Technologies and as Vice President of Engineering at CoSine Communications. Nara Rajagopalan holds a master's degree in computer science from the University of Pune, India.

"Persistent Systems is expanding its IP and product portfolio as an important next step in developing end to end solutions and this will enable us to deliver higher value to our customers," said Hari Haran, President Persistent Systems, Inc. "In order to execute on this strategy, we have created a leadership role to focus on this specific initiative. Nara has spent his entire career leading technology and product efforts. His strong acumen in product management and business development will further help drive our growth strategies and competitive differentiation."



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>.

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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