



PERSISTENT

NSE & BSE / 2012-13 / 042

August 7, 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 Named Leading Player in the Software/ISV R&D and Consumer Software Segments by Zinnov"

We wish to inform you that the Company has made a Press Release dated August 7, 2012 titled "Persistent Systems Named Leading Player in the Software/ISV R&D and Consumer Software Segments by Zinnov"

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 Named Leading Player in the Software/ISV R&D and Consumer Software Segments by Zinnov

Pune, INDIA and Santa Clara, CA – August 07, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the leader in outsourced software product development services, today announced that the Company has been named a 'Leading Player' in the Software/ISV R&D and Consumer Software Segments by Zinnov, a leading Globalization and Market Expansion Advisory firm, in its annual industry report. Persistent has also been featured in the 'Breakout Zone' for the Leading Telecommunication R&D Service Providers and in the 'Nurture Zone' for the Healthcare R&D Service Providers segment.

Zinnov's Global R&D Service Provider Ratings for 2011-2012 were conducted across 10 major industry verticals with over 200 participating companies. The comprehensive study and analysis of global R&D service providers lists the top product engineering services providers from emerging markets. The Zinnov study helps business leaders choose the right engineering partners across geographies.

"Persistent Systems has emerged as a key player in the overall Zinnov ranking and across several key verticals," said Pari Natarajan, Chief Executive Officer, Zinnov. "Persistent Systems continues to do exemplary work and is a strong engineering partner for ISVs and enterprises alike. With its deep-rooted innovation and vision in identifying the latest technologies that will have the greatest business benefit, Persistent couples its strong development skill set with over 20 years of rock solid engineering expertise to the benefit of its customers."

"We are pleased that Zinnov has recognized Persistent Systems as a leading Software/ ISV R&D Service Provider and across key industry verticals," said Dr. Anand Deshpande, Chairman and Managing Director of Persistent Systems. "Continuous innovation and investment in key technologies that drive the market including Cloud, Big Data, Mobility and Collaboration have strengthened our ability to deliver innovative solutions; our growing customer base has come to expect this from us. Additionally, we have strengthened our domain offerings in telecommunications with the acquisition of the location business from Openwave Technologies and a team in France with life sciences expertise from Agilent Technology."

The Zinnov rating underscores Persistent Systems' capability to deliver concept to Go-To-Market solutions across the Company's key focus areas. It also signifies the wide range, as well as the breadth and depth of offerings and niche capabilities Persistent Systems has across engineering, embedded and software services. With this recognition, Persistent Systems reinforces its position as a global company specializing in software product and technology innovation. Persistent Systems has also been recognized as a leading player in the cloud



computing and software/ ISV R&D by Zinnov in the GSPR (Global R&D Service Providers Rating) 2011 report.

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)

About Zinnov:

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas like Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov provides advice to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analyzing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions that help in integrating organizational vision, business definition and processes.

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