



PERSISTENT

NSE & BSE / 2012-13 / 020

June 11, 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 Sirs,

Sub.: Press Release regarding "Persistent Systems Showcases Social Business Apps and Case Studies at Cisco Live!"

We wish to inform you that the Company has made a Press Release dated June 11, 2012 titled "Persistent Systems Showcases Social Business Apps and Case Studies at Cisco Live!"

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 Showcases Social Business Apps and Case Studies at Cisco Live!

Demonstrates Integrated Cisco WebEx, Cisco Quad and Salesforce CRM Use Case

SAN DIEGO, June 11, 2012 – Today at Cisco Live, Cisco's annual IT and communications conference, Persistent Systems (BSE & NSE: PERSISTENT), a leader in outsourced software product development (OPD) services, announced it will showcase social business apps and case studies. Persistent Systems will also unveil its new iPad app for Cisco Quad which enables easy and intuitive content consumption.

Persistent Systems will provide live demonstrations of its integrated Cisco WebEx conferencing, Cisco Quad enterprise collaboration and Salesforce CRM solutions, which enable sales teams to connect in real-time, realize a one-click integrated experience and increase efficiency across organization boundaries through effective collaboration.

"Persistent Systems is focused on partnering with customers to build the next generation of social-enabled, mobile-accessible and analytics-driven enterprise applications," said Sanjeev Sisodiya, Vice President, Enterprise Collaboration Practice, Persistent Systems. "Social is just one of the building blocks from which the next wave of enterprise applications are being built. Our deep product development DNA, and expertise in social, mobile, analytics and cloud technologies means we are uniquely positioned to help our customers adopt platforms like Cisco's to build new enterprise applications that deliver business value beyond what was possible with previous generation technologies."

Visitors to Persistent Systems' booth (#450) will have an opportunity to meet with Persistent Systems team of Collaboration experts and see hands on demos of the Company's enterprise social collaboration solutions.

To schedule a media or analyst briefing with Persistent Systems at Cisco Live! 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 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, 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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