



PERSISTENT

NSE & BSE / 2013-14 / 8

June 11, 2013

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400051

The Manager,
Corporate Services,
Bombay Stock Exchange Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub: Press Release regarding "Persistent Systems Named Emerging Technology Finalist in Computerworld Honors Program"

We wish to inform you that the Company has made a Press Release dated June 11, 2013 titled
"Persistent Systems Named Emerging Technology Finalist in Computerworld Honors Program"

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited


Amit Atre
Company Secretary



Encl: As above



Persistent Systems Named Emerging Technology Finalist in Computerworld Honors Program

Company recognized for its Big Data Analytics and its role in “Bringing Social Issues to Light”

Santa Clara, CA and Pune, India – June 11, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced it has been named a 2013 Finalist of IDG’s Computerworld Honors Program in the Emerging Technology category for its big data analytics of viewer feedback for the revolutionary new Indian TV show, Satvamev Jayate (Truth Alone Prevails), which is dedicated to creating awareness about social issues and for Persistent Systems’ role in Bringing Social Issues to Light.

Persistent was one of only five companies recognized with this distinguished award out of 26 laureates from around the world. Celebrating its 25th year, the Computerworld Honors program recognizes organizations that create and use IT systems to promote and advance public welfare. On June 3, 267 honorees from more than 25 countries gathered in Washington to celebrate their achievements.

“Being named a Computerworld Honors Finalist speaks volumes, as this award recognizes the significant impact that information technology has on promoting positive societal change,” said Dr. Anand Deshpande, Managing Director and CEO, Persistent Systems. “Persistent Systems is very proud to be recognized for its work in developing a custom end-to-end Big Data/Social Analytics process that analyzed over a billion impressions, millions of viewers opinions, stories and comments about social issues in real time, to convey how the show affected changes in legislation, society and on an individual basis.”

To read more about Persistent Systems’ analytics project please read this Computerworld article on “Bringing Social Issues to Light:”

[http://www.computerworld.com/s/article/9239643/UN tackles socio economic crises with big data?taxonomyId=14&pageNumber=4](http://www.computerworld.com/s/article/9239643/UN_tackles_socio_economic_crises_with_big_data?taxonomyId=14&pageNumber=4)

About The Computerworld Honors Program:

Founded by International Data Group (IDG) in 1988, The Computerworld Honors Program is governed by the not-for-profit Computerworld Information Technology Awards Foundation. Computerworld Honors is the longest running global program to honor individuals and organizations that use information technology to promote positive social, economic and educational change. Additional information about



the program and a Global Archive of past Laureate case studies, as well as oral histories of Leadership Award recipients can be found at the [Computerworld Honors website](#).

About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology services. For over two decades, Persistent has consistently been selected as the trusted innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups. Persistent has a global team of more than 6,750 employees worldwide including offices and delivery centers in North America, Europe, and Asia. Persistent develops best-in-class solutions in key next-generation technology areas including Analytics, Big Data, Cloud Computing, Mobility and Social, for the telecommunications, life sciences, healthcare, and banking & financial services verticals. For more information, please visit: <http://www.persistentsys.com>.

About Computerworld:

Computerworld is the leading source of technology news and information for IT influencers, providing peer perspective, IT leadership and business results. Computerworld's award-winning website (<http://www.computerworld.com/>), bi-weekly publication, focused conference series, custom solutions and custom research forms the hub of the world's largest (40+ edition) global IT media network and provides opportunities for IT solutions providers to engage this audience. Computerworld leads the industry with an online audience of over 3.5 million unique, monthly visitors (Omniure, August 2012) and was recognized as the Best Website by ASBPE and TABPI in 2012. Computerworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events and research company. Company information is available at <http://www.idgenterprise.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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