



PERSISTENT

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September 14, 2011

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

Ref: Symbol: PERSISTENT

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

Ref: Scrip Code: 533179

Dear Sirs,

Sub: Press Release - Persistent Systems Develops KLISMA - Next Generation e(experience)Commerce Platform for Modern Retail

We wish to inform you that the Company has made a Press Release dated September 14, 2011 titled "Persistent Systems Develops KLISMA - Next Generation e(experience)Commerce Platform for Modern Retail".

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 Develops KLISMA - Next Generation e(experience)Commerce Platform for Modern Retail

Pune, India - September 14, 2011: Persistent Systems (BSE & NSE: PERSISTENT), a leader in outsourced software product development (OPD) services, today announced that they have developed an innovative e(experience)Commerce platform, called KLISMA, that promises to deliver higher value and trusted experience to consumers for their planned, normal and impulse purchases.

Offered as a cloud service, KLISMA offers a bouquet of services such as mobile shopping leveraging the inbuilt camera, next generation BI & Analytics that enables retailers better predict consumer shopping behavior, virtual showrooms for retailers to display their products, and more.

"Since our pilot launch in Pune six months ago, over 20 national retailers, 200 local retailers and 100,000 consumers are now on the KLISMA Platform, which validates the technology and its value proposition", says Ajay Aggarwal, Chief Customer Experience Officer, KLISMA. "At Persistent, we are always working on bringing innovative ideas and cutting-edge technology to market and KLISMA is a very good example of that. India's retail market is growing faster than the GDP of the country and we see a very big opportunity for a platform like KLISMA."

Ashish Dabholkar, HR Manager, NVIDIA Corporation, said, "KLISMA is a great concept and provides real value to our employees. More importantly, it provides a great buying experience, which is what really matters!"

KLISMA's management team includes retail industry experts like Ajay Agarwal, who pioneered point of sale software solution for retail industry and K Radhakrishnan, President of Future Fresh, and a veteran in food retailing and supply chain in India, as the strategic advisor for KLISMA. KLISMA has been developed as a part of Persistent Systems IP led initiative and is now looking for strategic partners to take KLISMA technology to the next level through a spin off model.

KLISMA has been beta tested across 100,000 registered users across 45+ corporates including Persistent Systems, BMC Software, Nvidia, Vinsys, KPIT, Terradata, Rsystems, Xpansion to name a few. The 200+ merchant-base includes Lawrence and Mayo, Bombay Store, The Four Fountain Spa and Sia Life styles amongst others. KLISMA has its presence in Pune, Bangalore, Nagpur, Hyderabad and Goa and plans to enter other metro cities this year. KLISMA platform can also be used as a customer management solution by mall owners to deliver enhanced shopping experience to customers visiting their malls.

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company specialising in software product development services. With 6,300 employees, innovative business models, and reusable assets and frameworks, Persistent helps customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 3,000 software product releases in their last five years and has 300 customers. The company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years. 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

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