



PERSISTENT

NSE & BSE / 2012-13 / 60

October 18, 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: Information pursuant to Clause 36 of the Listing Agreement

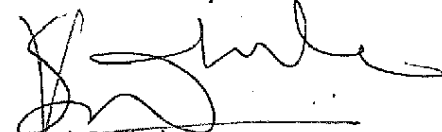
In terms of Clause 36 of the Listing Agreement, vide our above referred letter dated October 12, 2012, we had informed that Persistent Systems Limited had signed a definitive agreement through its step-down subsidiary in the United States to acquire 'rCloud', an innovative cloud platform business from Doyenz, Inc.

We are informing the above to the media, through a Press Release and a copy of the said Press Release is enclosed for your records.

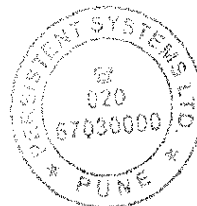
Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited


Vivek Sadhale

Company Secretary and Head – Legal



Encl.: As above



PERSISTENT

Persistent Systems Acquires Innovative Cloud Platform Business from Doyenz, Inc.

Company Continues to Expand its Cloud and SMB Offerings

Pune, India and Santa Clara, CA – October 18, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced it has entered into a definitive agreement through its US subsidiary to acquire 'rCloud', an innovative cloud platform business from privately held Doyenz, Inc. Doyenz's rCloud, an innovative business continuity cloud platform, provides backup and disaster recovery for physical and virtual servers on the cloud for SMBs. Persistent Systems will continue to serve rCloud customers under the Doyenz brand. The Company will develop and enhance the rCloud service, maintaining employees and channel partnerships instrumental to its business. Terms of the definitive agreement were not disclosed.

This acquisition furthers Persistent Systems' objectives in growing its IP-led business, and strengthens the Company's cloud computing and SMB offerings. Doyenz's team of seasoned cloud experts and its rCloud service, will enable Persistent Systems to extend its cloud expertise and to provide a complete end-to-end solution to existing and new customers, delivered through the channel.

According to a recent Forrester Research report entitled "An Infrastructure And Operations Pro's Guide To Cloud-Based Disaster Recovery Services," 70% of SMBs interviewed said they considered DR (disaster recovery) to be of high or critical importance in the decision to adopt cloud services.*

"We are committed to delivering the most advanced solutions in cloud computing and this acquisition will further expand our IP led solutions in the cloud and SMB space," said Nara Rajagopalan, Chief Product Officer, Persistent Systems, Inc. "With hundreds of partners representing over 3500 customers, Doyenz's proven rCloud disaster recovery solution is meeting a critical need in the global SMB marketplace. We are delighted to welcome Ashutosh Tiwary, CEO of Doyenz and the Doyenz team of cloud platform experts to Persistent."

"Our vision was to make recovery of IT applications and data faster, simpler, and more accessible to companies of all sizes," said Ashutosh Tiwary, CEO of Doyenz, Inc. "Persistent's acquisition of Doyenz's market leading disaster recovery cloud platform will allow us to grow and deliver even more enterprise-class, affordable, cloud-based disaster recovery services to Managed Service Providers, serving the SMB community. The team and I are excited to join Persistent Systems and work together to further develop innovative disaster recovery and cloud services for our customers."



"Doyenz's rCloud is a critical component to our business, providing innovative cloud-based disaster recovery services to our partners" said Alex Rogers, CEO of CharTec. "Persistent Systems brings strong financial backing and top notch software professionals to rapidly develop innovative disaster recovery services for the channel."

*"An Infrastructure and Operations Pro's Guide To Cloud-Based Disaster Recovery Services," Forrester Research, Inc., March 20, 2012.

About Doyenz:

Doyenz provides an innovative cloud platform that meets the business continuity needs of small and medium-sized businesses. Doyenz rCloud provides backup and disaster recovery for VMware environments allowing IT professionals to restore virtual environments in under fifteen minutes, providing quick access to business critical applications. Doyenz is a privately held company headquartered in Bellevue, Washington with additional facilities in Boston, Massachusetts and London, England. For more information, please visit www.doyenz.com.

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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