



PERSISTENT

NSE & BSE / 2013-14 / 064

March 19, 2014

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 creates Accelerite to focus on Products"

We wish to inform you that the Company has made a Press Release dated March 14, 2014 titled "Persistent Systems creates Accelerite to focus on Products".

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 creates Accelerite to focus on Products

Pune, India and Santa Clara, CA – March 19, 2014: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced the creation of Accelerite to take a portfolio of products and related solutions to market. Accelerite will be a business unit of Persistent Systems, headquartered in Silicon Valley and led by Nara Rajagopalan.

The formation of Accelerite will bring product-centric alignment to business models, strategies, sales, and operations. Persistent Systems will continue to focus on product development and technology services where it is a well-respected market leader.

"The business model for products is distinctly different from services. Over the last few years, we invested in building a portfolio of products and IP focused on SMAC technologies," said Dr. Anand Deshpande, Chairman, Managing Director and CEO of Persistent Systems. "The creation of Accelerite brings the organizational alignment to achieve global leadership for these products."

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 7,500 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.persistent.com>.

Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit:

[http://content.persistent.com/Pslweb/forward looking cautionary statement.shtml](http://content.persistent.com/Pslweb/forward%20looking%20cautionary%20statement.shtml)

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