



PERSISTENT

NSE & BSE / 2013-14 / 042

November 18, 2013

✓ 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 Appoints Ranga Puranik President of Persistent Systems, Inc."

We wish to inform you that the Company has made a Press Release dated November 18, 2013 titled "Persistent Systems Appoints Ranga Puranik President of Persistent Systems, Inc."

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 Appoints Ranga Puranik President of Persistent Systems, Inc.

Pune, India and Santa Clara, CA – Nov. 18, 2013 – Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced the appointment of Mr. Ranga Puranik as President of Persistent Systems, Inc. Mr. Puranik will serve as the head of the company's U.S. entity and lead the company's sales and marketing efforts globally, taking over from Mr. Hari Haran, effective November 22, 2013. Mr. Hari Haran will be leaving the company to pursue other interests.

Mr. Puranik has been Executive Vice President of New Initiatives at Persistent Systems for over three years, and has been instrumental in the development and execution of the company's growth strategy. Ranga Puranik brings with him strong global experience in software, telecom, enterprise product development and sales, having worked at GE, Motorola and Sasken in leadership roles over the past 20 years. During the last three years, Mr. Puranik has been leading the company's platform solutions business which has been a key entry strategy into the enterprise market.

"I would like to thank Hari for his tremendous contribution to Persistent Systems and in helping grow the business during the past five years, and we wish him all the best in his new endeavors," said Dr. Anand Deshpande, Managing Director, Chairman, and CEO of Persistent Systems. "I'm delighted to appoint Ranga to his new role as President. He has done an excellent job of seeding and growing our platform solutions business while leading many sales wins both in the enterprise and product engineering businesses. We are very confident in his ability to lead the company to the next stage of growth."

"I am honored and excited to take on additional responsibility in this new role, as we take the company to the next level," said Mr. Ranga Puranik, President, Persistent Systems, Inc. "With several top tier global customers, industry leading partnerships, a strong portfolio of service offerings and IP solutions along with a very talented team, we are uniquely positioned to grow our business in the areas of Cloud Computing, Big Data Analytics, Mobility, and Social."

Mr. Puranik holds an MBA from Kellogg School of Management, Northwestern University, Chicago and a Bachelor of Engineering - Electronics & Communication from Karnatak University.

"I am really proud of what we have been able to accomplish at Persistent Systems over the last five years," said Hari Haran. "It has been a wonderful journey growing new lines of business. I am confident that Ranga will continue the trajectory of business and will play a key role to help scale the company."



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 7,000 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>.

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