



PERSISTENT

NSE & BSE / 2012-13 / 061

October 22, 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: Press Release regarding "Persistent Systems' eMee Helps TCabs Launch Exclusive Cab Miles Program"

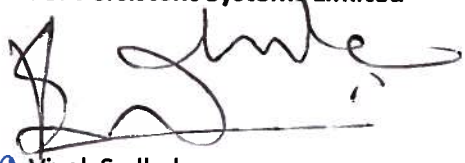
We wish to inform you that the Company has made a Press Release dated October 22, 2012 titled **"Persistent Systems' eMee Helps TCabs Launch Exclusive Cab Miles Program"**

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' eMee Helps TCabs Launch Exclusive Cab Miles Program

Pune, India –October 22, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that they have developed an exclusive cab miles program for TCabs, a leading radio cab provider in Pune, by using eMee, Persistent's social gamification platform.

TMiles is an exclusive reward program in India for cabs that is designed to enhance the service and improve the travel experience. These reward points are collected over a period of time and entitles the customer to privileged benefits and can also be redeemed against exclusive offers.

Persistent provides end-to-end consulting and implementation services around gamification in line with customers' business needs. With eMee's customized Loyalty Program solution, TCabs will now be able to better understand and build stronger relationships with customers through advanced engagement analytics based on eMee's CARS model of engagement, which is the key to gamification success.

"We are extremely glad to work with TCabs and provide a customized gamification based solution for the TMiles program," said Siddhesh Bhobe, AVP at Persistent Systems, and Chief Experience Officer for eMee. "eMee is a gamification platform that can be used across verticals for engaging with customers, employees and other stakeholders. At TCabs, customer satisfaction has always been the business focus and they required an innovative solution to help them engage with and retain their large customer base with very personalized services. Given our expertise in developing gamified applications, we were easily able to understand, suggest and implement the right approach for the TMiles program."

"At TCabs, having provided Sedan segment cabs for the customers our focus has always been in providing better and Add on services. The company's tagline being 'Travel with Joy' it was critical for us to engage with our customers and let them experience our differentiator services to convert them into our brand ambassadors," said Shirish Erande, MD TCabs. "With eMee's SAPS based Loyalty Program, TMiles is India's first cab miles program using a wonderful mix of game mechanics and advanced data analytics to attract and engage customers, and enhances the whole customer experience right from the first act of booking the TCab. With eMee, we went from ideation to implementation in an extremely short duration of 4 weeks."

eMee is an intuitive and innovative platform that encourages social gamification and harnesses the power of collaboration to the fullest. To know more about eMee, please visit: <http://www.emee.co.in/>

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

About TCabs:

TCabs aims to provide world-class radio taxi services at the most economical prices. We provide Air-conditioned, Environment friendly, Pay by Meter sedan cabs. We also have 4hr, 8hr, 12hr packages to suit your needs. Tcabs is a new venture of **Aditattv group**. The letter 'T' in Tcabs denotes **Tattva**. We at Tcabs believe in following the highest principles in business ethics, customer satisfaction and superior service with the motto "**Atithi Devo Bhava**" (The Guest is God). The word TATTVA denotes essence, principle, the main element which composes matter and the word ADI TATTVA means the highest divine principle of all.

For more information, please visit: <http://www.tcabs.in>. For 24x7 cab service call 020 6728 6728.

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