



**PERSISTENT**

NSE & BSE / 2011-12 / 078

December 22, 2011

✓ The Manager,  
Corporate Services,  
National Stock Exchange of India Limited  
Exchange Plaza, Bandra Kurla Complex,  
Bandra (E), Mumbai 400 051

Ref: Symbol: **PERSISTENT**

The Manager,  
Corporate Services,  
Bombay Stock Exchange Limited  
14<sup>th</sup> Floor, P J Towers, Dalal Street,  
Mumbai 400 001

Ref: Scrip Code: **533179**

Dear Sirs,

**Sub: Press Release regarding "Persistent System Awarded the Indian IT Company of the Year by Bloomberg UTV"**

We wish to inform you that the Company has made a Press Release dated December 22, 2011 titled **"Persistent System Awarded the Indian IT Company of the Year by Bloomberg UTV"**.

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

## **Persistent System Awarded the Indian IT Company of the Year by Bloomberg UTV**

**Pune, India - December 22, 2011:** Persistent Systems (BSE & NSE: PERSISTENT), the leader in outsourced software product development services, today announced that they have won the prestigious Bloomberg UTV's 'CXO Award 2011 – Technology Chapter', in the 'Indian IT Company of the Year' (with revenues below INR 5000 crore) category.

The award was received by Dr. Anand Deshpande, Chairman and Managing Director, and Vivek Sadhale, Company Secretary and Head – Legal and Investor Relations, Persistent Systems at an award ceremony held in Mumbai on December 17<sup>th</sup>, 2011. Persistent Systems was also a proud winner of the Bloomberg UTV's 'CXO Award in 2010' in the 'India's Emerging Software Company of the Year' category.

On receiving the award, Dr Anand Deshpande, Chairman and Managing Director of Persistent Systems said, "We are honoured to receive the Bloomberg UTV's CXO award, second time in a row. I sincerely thank Bloomberg UTV team and the jury for selecting us. This award recognizes our continued focus in innovation, software product development and customer relationships. I also take this opportunity to congratulate all the employees of Persistent Systems for their persistent hard work and dedication. We are at the threshold of some exciting times at Persistent, as we continue to invest in new technologies and explore ways to build cutting edge solutions for our customers and partners."

Persistent Systems is a global company specializing in software product development services. Incorporated in 1990, Persistent was the first company established in the Software Technology Park in Pune and the foremost company to have exported software from any STP in India, thus pioneering the offshore software delivery model. For more than two decades, Persistent has been an innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups.

The 'CXO Awards 2011 – Technology Chapter' awards are aimed at appreciating the efforts of business leaders, who have helped in felicitating change and progress through their technology initiatives. A total of 20 awards were presented by the Chief Guest, Mr. S Ramadorai, Vice-Chairman, Tata Consultancy Services. The audience comprised of the country's thought leaders, policy makers, IT and ITeS, leaders, economists and experts. The best in league winners were selected by an eminent list of jury members on the basis of a detailed methodology and research conducted by Knowledge Partner – PricewaterhouseCoopers.

The winners in the other categories were TCS - "Indian IT company of the year (revenue above INR 5000 crore)", Wipro - "Most Admired IT Company Amongst CIOs", Infosys - "Most Admired IT Company Amongst IT Employees" and many more.

### **About Persistent Systems:**

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product development 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 6,600+ 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, BI & Analytics, Collaboration across technology, telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare verticals. For more information, please visit: [www.persistentsys.com](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_looking_cautionary_statement.shtml)

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