



PERSISTENT

NSE & BSE / 2014-15 / 103

February 11, 2015

✓ 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 Helps Elance-oDesk Relaunch User Community to Better Serve Freelancers and Clients"

We wish to inform you that the Company has made a Press Release dated February 11, 2015 titled "Persistent Systems Helps Elance-oDesk Relaunch User Community to Better Serve Freelancers and Clients".

The copy of the Press Release is enclosed for your records.

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Persistent Systems Limited**


Amit Atre
Company Secretary



Encl.: As above

Persistent Systems Limited (CIN: L72300PN1990PLC056696)

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Persistent Systems Helps Elance-oDesk Relaunch User Community to Better Serve Freelancers and Clients

Mountain View, CA, Santa Clara, USA and Pune, INDIA

February 11, 2015

News

Elance-oDesk has re-launched their online user community, enabling improved user engagement for the company's customers - freelancers and businesses working together on www.oDesk.com. Built on [Lithium Technologies](#) platform, [Persistent Systems](#) (BSE & NSE: PERSISTENT) customized and implemented the new community to foster greater collaboration and engagement.

Elance-oDesk is the global leader in online work, empowering a community of more than 13.5 million people to find each other and work together via the Internet.

Elance-oDesk Community & Education Manager, Garnor Morantes

"Work is not just about earning money and doing a job; it's also about building relationships, learning about your craft and feeling a sense of place and accomplishment. We had discussion forums that were pretty active already, but our customers—freelancers in particular—were looking for something more. They wanted the tools to develop deeper relationships with each other and with us. And they wanted a platform experience that truly allowed them to feel part of a community. Working with Persistent, that's just what we've delivered."

Elance-oDesk User Community

- Additional, faster ways for customers to learn and get help
- A place for customers to collaborate with each other
- Increased visibility in SEO
- Increased user engagement through features such as Kudos, Best Answers, and User Roles
- To view the Elance-Odesk customer testimonial [click here](#).
- For more information on Digital Transformation [click here](#).

Elance-oDesk Freelancer, Julianne Geiger

"Because almost all of us work online exclusively, it's easy to feel left out of the everyday face-to-face conversations, which can be so important for ideation. This is how we stay connected to other like-minded professionals and ask questions, share best practices, or even chat about the weather."

Vice President Social Practice at Persistent Systems, Ashish Seth

"Elance-oDesk is a great example of a software-driven company disrupting a traditional industry and in so doing providing better results for everyone involved. Elance-oDesk didn't simply modernize old systems, they fundamentally transformed their approach, resulting in a faster and greater ROI."



About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies with software at the core of their digital transformation. 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

About Elance-oDesk

Elance-oDesk is creating the world's largest online workplaces. Cumulatively, 3.8 million businesses and 9.7 million freelancers have tapped into Elance.com and oDesk.com to access talent via the Internet. As an increasingly connected and independent workforce goes online, talent—like software, shopping and communications before it—is shifting to the cloud. This shift is making it faster and easier for businesses to hire for the skills they need, when they need them, while freeing professionals from set time and place work.

Freelancers are earning more than \$940 million annually via Elance and oDesk. Elance-oDesk is headquartered in Mountain View, California, with offices in San Francisco, California, and Oslo, Norway

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