



PERSISTENT

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October 11, 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 Ranked Highly in Cloud and Enterprise Mobility segments in Zinnov's GSPR 2012"

We wish to inform you that the Company has made a Press Release dated October 11, 2012 titled "Persistent Systems Ranked Highly in Cloud and Enterprise Mobility segments in Zinnov's GSPR 2012"

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited

Rohit Kamat

Rohit Kamat
Chief Financial Officer



Encl: As above



Persistent Systems Ranked Highly in Cloud and Enterprise Mobility Segments in Zinnov's GSPR 2012

Recognized in the 'Execution Zone' for its Deep Expertise

Pune, INDIA and Santa Clara, CA – October 11, 2012: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that the Company has been ranked highly in the newly released segments of Cloud and Enterprise Mobility of Zinnov's "Global R&D Service Providers (GSPR) Rating 2012."

In Zinnov's recently released ranking, Persistent Systems is recognized in the 'Execution Zone' for its deep expertise in the three cloud competencies; private, public and hybrid clouds. In the Zinnov Enterprise Mobility 'Execution Zone,' Persistent Systems is ranked highly in scalability and maturity for its deep expertise across multiple platforms and devices, specialized enterprise mobility capability in building Mobile LoB (Line of Business) applications for multiple verticals and for its accelerators, strong system integration, and user experience design capabilities.

"We congratulate Persistent Systems for its high rating in the 'Execution Zones' of Cloud and Enterprise Mobility," said Pari Natarajan, Chief Executive Officer, Zinnov. "Persistent Systems is a strong engineering partner for ISVs and enterprises alike and is exemplary in identifying the latest technologies that will have the greatest business benefit for its customers."

"We are delighted to be recognized by Zinnov for our work in cloud and enterprise mobility execution as we continue to grow and meet our customers' needs," said Dr. Anand Deshpande, Chairman and Managing Director of Persistent Systems. "We are very proud of the in-depth expertise the Persistent Systems' team brings to market. As a company we have made significant investments and advancements in these key areas over the past four years and more is yet to come."

Persistent was recently named as a 'Leading Player' in the Software/ISV R&D and Consumer Software segments by Zinnov and featured in the 'Breakout Zone' as one of the leading telecommunication R&D service providers and in the 'Nuture Zone' healthcare R&D service providers segment.

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](http://www.persistentsys.com/Portals/0/forward%20looking%20cautionary%20statement.shtml)

About Zinnov:

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas like Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov provides advice to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analyzing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions that help in integrating organizational vision, business definition and processes

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