



PERSISTENT

NSE & BSE / 2011-12 / 033

July 13, 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
14th Floor, P J Towers, Dalal Street,
Mumbai 400 001

Ref: Scrip Code: 533179

Dear Sir / Madam,

**Sub.: Press release regarding "Persistent Systems Expands PaxPro Geographical Footprint;
Launches Solution in India"**

We wish to inform you that the Company has made Press Release dated July 13, 2011 titled
"Persistent Systems Expands PaxPro Geographical Footprint; Launches Solution in India".

The Copy of 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 Expands PaxPro Geographical Footprint; Launches Solution in India

Pune, India - July 13, 2011: Persistent Systems (BSE & NSE: PERSISTENT), a leader in outsourced software product development (OPD) services, today announced the launch of PaxPro in India, a comprehensive suite of Brand Lifecycle Management (BLM) solutions for CPG, Beverages, Pharmaceutical and Health & Beauty industries.

PaxPro's BLM suite, is a cloud based offering, that incorporates industry best practices, to enable organizations bring products to the market faster - with higher quality and fewer deviations - than they could using only traditional ERP and PLM solutions. By providing a common platform for the various stakeholders (internal and external) to collaborate on and by automating compliance and regulatory requirements into the solution, PaxPro is able to shrink product introduction timelines and reduce rework associated with non-compliance, thereby giving product OEM's an edge over their competition across the markets they participate in.

"We are delighted to launch PaxPro in the India market," said Ram Pazhayannur, Vice President, Products & Solutions, Persistent Systems. "The Indian consumer market is growing exponentially and we see tremendous opportunities for a Cloud based BLM solution that PaxPro offers. Channel partnerships are key to our success, and we are in the process of identifying the right set of partners for PaxPro."

"Our vision is to make PaxPro a global brand", say's Ravi Viswanath, Business Head, PaxPro. "Several marquee companies in the US and Europe have been using PaxPro for a while now. We recently signed-up Aspen Holdings, South Africa's leading pharmaceutical company for PaxPro. With the launch of PaxPro in India, we plan to expand our offerings further to the APAC and Middle East regions, two important markets for BLM solutions."

PaxPro BLM Suite includes:

- Best-in-class workflows for New Product Development/Introduction – Industry specific Templates for Concept to Launch
- Packaging Specifications and Change Request Management – In-built data model associations for Spec and change request management
- Artwork & Labeling Management – In-built, multi format, artwork annotation and proofing tool
- Marketing Materials Management – Templates for program definition to bid management and everything in between.
- Content and Digital rights Management – In-built solution, requires no 3rd party licenses or integration
- Business Process Management – Highly configurable, rules-based, BPM platform

PaxPro is ideally suited for organizations with a distributed workforce, operating across multiple product lines. For more info on PaxPro Brand Management Solutions, please write to paxprosales@persistent.co.in or visit us at www.paxpro.com.



About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company, specializing in software product development services. With 6,300 employees, innovative business models, and reusable assets and frameworks, Persistent helps customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 3,000 software product releases in their last five years and has 300 customers. The company has developed proven processes for the entire product lifecycle, which reduces time-to-market, while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span over many years. For more information, please visit: 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

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