



PERSISTENT

NSE & BSE / 2012-13 / 074

January 2, 2013

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 Sirs,

Sub: Press Release titled "Persistent Systems Launches PersisTrends 2013 Technology Trends and Recommendations"

We wish to inform you that the Company has made a Press Release dated January 2, 2013, titled "Persistent Systems Launches PersisTrends 2013 Technology Trends and Recommendations".

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
Chief Financial Officer

Encl: As above



Persistent Systems Launches PersisTrends 2013 Technology Trends and Recommendations

Report Outlines Key Cloud Computing, Mobility, Analytics and Collaboration Technologies for Enterprises and ISVs

Pune, India and Santa Clara, CA – January 02, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today unveiled PersisTrends, a new report on 2013 technology trends and recommendations from the Company's CTO Office. PersisTrends provides guidance for enterprises and ISVs on the cloud computing, mobility, analytics and collaboration technologies that should be adopted, sunsetted, trialed or tested with an eye to future implementation. The report is based on external data and input from Persistent Systems' global customers that include 300 of the world's largest technology companies, cutting-edge start-ups and innovative enterprises. PersisTrends helps organizations understand the impact both emerging technologies and dated technologies that can have on their ability to effectively compete in their respective markets.

"2013 marks a turning point as certain key technologies in cloud computing, mobility, analytics and collaboration have emerged to form the backbone of next-generation products and enterprise applications," said Dr. R Venkateswaran, CTO of Persistent Systems. "Our PersisTrends report makes concrete recommendations to both ISVs and enterprises on the technologies within these four core areas they should evaluate for adoption and future use – as well as those they should retire over the next six-twelve months."

PersisTrends Highlights:

- The global cloud computing market will grow from a \$40.7 billion in 2011 to \$241 billion in 2020 according to a Forrester research report. True to this trend, over the past year we have seen more than 30% increase in Cloud based projects.
- Persistent has seen a significant growth in Mobility related projects in the past year, with a majority of customers looking for some mobile footprint for their software products, be it on smartphones or tablets. In 2011, 73 million tablets were sold worldwide and in 2012 the figure is

expected to reach 117 million. In 2012, at least 20% of Persistent projects had a mobility element covering Android and/iOS platforms while embracing new technologies like HTML5.

- In 2012, Big Data has been the most talked about trend in analytics but adoption is still in the early stages. Persistent expects there will be increasing momentum around larger and more significant big data implementations in the coming year, specifically centered around Cloud, Social Media and Mobility.
- Interest in developing niche social networks, given the success of the generic social networks such as Facebook and Twitter is on the rise. Persistent has seen interest in building social networks for philanthropic initiatives, non-governmental organizations and special interest groups. More than 26% of Persistent's client projects this past year included plans to implement social collaboration features into their products. Automated Digital Curation, Gamification, Augmented Reality and Customer Engagement via Social Media, are all technologies of growing importance.

To download a copy of the complete report please visit: <http://www.persistentsys.com/>

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)

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