



PERSISTENT

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November 12, 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 Unveils Modern Enterprise Applications at E2 Innovate 2012"

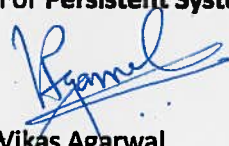
We wish to inform you that the Company has made a Press Release dated November 12, 2012 titled "Persistent Systems Unveils Modern Enterprise Applications at E2 Innovate 2012"

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited


Vikas Agarwal
Associate General Manager - Corporate Secretarial



Encl: As above



Persistent Systems Unveils Modern Enterprise Applications at E2 Innovate 2012

Company to Present at E2 and Showcase Next Generation Social, Mobile and Analytics Solutions

Santa Clara, CA – E2 Innovate 2012 Booth #206 – November 12, 2012: [Persistent Systems](#) (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today unveiled a new appexchange application at the E2 Innovate 2012 Conference being held from November 12-15, 2012 at the Santa Clara Convention Center. The Company also announced it would present on *“The Modern Enterprise App Development Lifecycle,”* at the conference and demo several cutting edge social, mobile and analytics solutions.

Persistent Systems’ newly developed salesforce.com appexchange application integrates Salesforce CRM and Cisco WebEx Event Center allowing WebEx events to be added to a campaign from Salesforce CRM. The solution provides two-way integration which not only empowers Salesforce users to create, schedule and start WebEx events from within a campaign but also enables users to import event attendee details into Salesforce after a WebEx event.

“This integration significantly simplifies the workflow between two applications that many sales organizations use to run their business,” said Sanjeev Sisodiya, Vice President, Enterprise Collaboration Practice at Persistent Systems. “Until now, Salesforce CRM users had to manually manage data between the CRM and the online events they ran to build and improve their funnel. Now they are seamlessly able to create and execute campaigns without having to manage the respective data and systems.”

“One of the highlights for E2 attendees is to get the latest, most innovative answers on how they can continue to use social collaboration to work smarter,” said Paige Finkelman, E2 General Manager. “Persistent Systems continues to push the envelope in bringing to market next-generation enterprise applications that can help accelerate information, productivity and revenue.”

Persistent Systems’ [Sanjeev Sisodiya](#) will present a session on *“The Modern Enterprise App Development Lifecycle,”* on Wednesday, November 14 at 2:15PM. The session outlines the journey ahead -- focusing on what organizations can expect when re-architecting their approach to building cloud-based, scalable, analytics driven, social and mobile enabled enterprise applications. Sanjeev will discuss the new “Enterprise App” life cycle and share early best practices from Persistent Systems’ experience helping enterprises leverage these platforms.

In addition to showcasing the salesforce.com appexchange application that integrates Salesforce CRM and Cisco WebEx Event Center, Persistent Systems will highlight the following demos at E2:

- **A Social Intranet solution** leveraging Salesforce Force.com and Chatter and Site.com platforms that addresses traditional content publishing, team collaboration and enterprise social capabilities all wrapped in a modern, mobile friendly, user experience.
- **Social Media Analytics.** A case study on how to analyze voluminous and unstructured social media data in real time to drive customer engagement.
- A collaborative **social gamification platform** called [eMee](#) for engaging with customers, employees and other stakeholders.

E2 attendees can stop by Persistent Systems' Booth and test their social enterprise maturity using Persistent's innovative **Social Maturity iPad Application** that provides an enterprise-level assessment of an organization's social maturity and suggestions for next steps in their journey.

To schedule media and analyst briefings with Persistent Systems at E2 please contact Ilona Mohacsi at ilona@penvine.com.

About E2

[E2](#), formerly known as Enterprise 2.0, is a UBM Tech platform that provides enterprises with the knowledge needed to work smarter. E2 Social, held annually in Boston, navigates the shift to social business that improves performance and collaboration. E2 Innovate, held annually in Santa Clara, brings together the next-generation in enterprise applications to accelerate information, productivity and revenue. E2 also offers monthly webcasts, virtual events, and The BrainYard.com, intelligence for the social enterprise. For more information, visit www.e2conf.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

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