

NSE & BSE / 2017-18 / 92

December 4, 2017

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051

The Manager,
Corporate Services,
BSE 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 amongst the leading players for Enterprise and Consumer Software in 'Zinnov Zones 2017 – Product Engineering Services' Report"

We wish to inform you that the Company has made a Press Release dated December 4, 2017 titled **"Persistent Systems amongst the leading players for Enterprise and Consumer Software in 'Zinnov Zones 2017 – Product Engineering Services' Report"**.

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 amongst the leading players for Enterprise and Consumer Software in 'Zinnov Zones 2017 – Product Engineering Services' Report

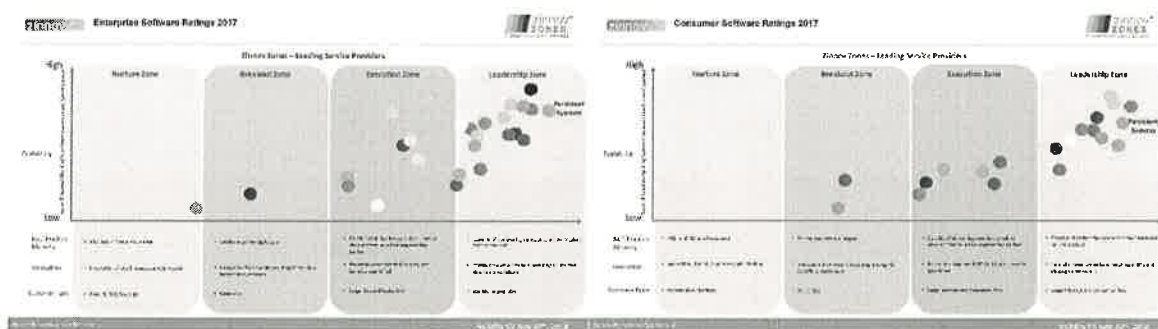
Pune, India, and Santa Clara, Calif.
Dec 04, 2017

News:

In its recently released report 'Zinnov Zones 2017 for Product Engineering services,' Zinnov positions Persistent Systems (BSE & NSE: PERSISTENT) in the leadership zone for 'Enterprise Software' and 'Consumer Software' for the fifth consecutive year. Persistent is positioned as "Established and Niche" for overall product engineering capabilities – in line with the company's focus on software-driven businesses.

"Zinnov Zones 2017 – Product Engineering Services" rates 40+ service providers on their product engineering prowess. Service providers are assessed based on multiple dimensions such as spread and maturity of delivery and services capabilities, scalability, growth rate, financials, innovation & IP, ecosystem linkages and feedback from enterprise buyers. For additional details, please visit: <http://zinnovzones.com/Product-Engineering-Services>

This rating represents the company's positioning with respect to other service providers based on a detailed assessment across dimensions such as delivery and services capabilities, spread & maturity, scalability, innovation & IP, ecosystem linkages, and feedback from buyers.



Source: Zinnov Zones 2017: Product Engineering Services Report

Dr. Anand Deshpande, Chairman and Managing Director, Persistent Systems

"Our leadership is a recognition of strengths in building software products for our customers. At Persistent, we are collaborating with born-digital companies, software industry leaders, as well as with enterprises who are partnering with us in their transformation to become software-driven. This is driving our focus on Software 4.0 which extends our software product DNA with competencies such as design thinking, collaborative innovation, hackathons, and continuous engineering."



Mr. Sidhant Rastogi, Partner & Practice Head, Zinnov

"Persistent's strong track record in building software products and their expertise in software engineering makes them a preferred choice among the customers. The company's flexible and custom-built platform based solutions, APIs and in-house ready to use frameworks helps in accelerated new product developments"

Additional Resources and Information:

- [Software 4.0 – Anticipate and build your software-driven future. Continuously!](#)
- [Software Product DNA](#)
- [Data, Digital and IoT for building a new class of digital solutions](#)
- [Technology Focus](#)

About Zinnov

Zinnov was founded in 2002, with presence in Bangalore, Gurgaon, Silicon Valley, and Houston. Since its inception, Zinnov has built in-depth expertise in Product Engineering and Digital Transformation. With a strong foundation in Research and Strategy Consulting they enable their clients to accelerate growth and create efficiencies through innovation, productivity, technology, networked economies and cost savings. They work with clients in the Software, Automotive, Telecom & Networking, Consumer Electronics, Storage, Healthcare, Financial Services & Retail, Semi-conductor verticals in US, Europe, Japan and India.

For any further media queries, please contact Nitika Goel at media@zinnov.com

About Persistent Systems:

[Persistent Systems](#) (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; serving software product companies and enterprises 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: www.persistent.com/flcs/

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