



PERSISTENT

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✓ The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400051

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14th Floor, P J Towers, Dalal Street,
Mumbai 400001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Sub : : Press Release - "Persistent Systems Launches eMee – A Smart, Interactive Employee Engagement Platform"

Dear Sirs,

We wish to inform you that the Company has made a Press Release titled as "Persistent Systems Launches eMee – A Smart, Interactive Employee Engagement Platform"

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

Please acknowledge the receipt.

Thanking you.

Yours faithfully,
For Persistent Systems Limited

Rajesh Ghonasgi
Rajesh Ghonasgi
Chief Financial Officer



Encl: As above
[Signature]



Persistent Systems Launches eMee – A Smart, Interactive Employee Engagement Platform *Innovative Collaboration Platform Based on the Social Networking Concept*

Pune, India – October 03, 2011: Persistent Systems (BSE & NSE: PERSISTENT), the leader in outsourced software product development services, today announced the launch of eMee, a next-generation employee engagement platform, specifically developed for SME and large enterprises with a distributed workforce.

eMee, designed and developed using innovative gaming and social networking concepts, helps redefine employee engagement, by offering an intuitive and user friendly platform for interacting with colleagues and peers throughout the organization. eMee encourages social networking in the workplace and harnesses the power of collaboration to the fullest, boosting morale, team spirit and camaraderie.

"We are very excited to launch eMee, a one-of-its-kind, innovative, social networking platform at the workplace for all our 6600+ employees across the globe," said Kishor Bhalerao, Head of Human Resources at Persistent Systems. "eMee nurtures two-way communication between the employee and employer, which helps communication to flow freely and effectively. eMee can be used across various industries, to improve employee engagement and understand employee requirements better."

"As a technology company, we truly value technical talent, and we are seeing some very innovative ways of influencing desired behaviors with the use of gamification and social media concepts," said Tarun Sharma, vice president and general manager - R&D, BMC Software India. "We encourage our engineers to collaborate with each other outside of regular project-specific interactions. We have launched Ninja Club on the eMee platform that provides a platform for recognition and growth of capabilities and expertise. Our technical team can now look forward to seamlessly network with like-minded people, to practice and enhance their skills, to organize and participate in activities of common interest, to grow their technical skills irrespective of their current assignments, to mentor others and to be mentored by experts. We believe eMee is very promising and a valuable HR asset."

Some of the key benefits of eMee are:

- Harnesses social networking and collaboration within the organization
- Innovative platform to showcase professional achievements
- Gaming-based platform for performance management
- Continuous engagement and feedback between employee and manager

eMee is led by Siddhesh Bhobe, AVP - Enterprise & Business Solutions and is part of Persistent Systems IP led solutions group. The IP business, now in its third year, has been growing steadily and is aligned to Persistent's four key next-generation technology areas: Cloud Computing, Mobility, BI & Analytics and Collaboration. Persistent's diverse IP portfolio helps technology companies accelerate their time from idea to revenue generation.

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product development 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 6,600+ 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, BI & Analytics, Collaboration across technology, telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare verticals. 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](http://www.persistentsys.com/Portals/0/forward%20looking%20cautionary%20statement.shtml)

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