



NSE & BSE / 2010-11 / 047

October 7, 2010

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

The Manager,
Corporate Services,
Bombay Stock Exchange Limited
14th Floor, P J Towers, Dalal Street,
Mumbai 400001

Ref: Symbol: PERSISTENT

Ref: Scrip Code: 533179

Dear Sir / Madam,

Sub.: Press Release regarding "Persistent Systems Celebrates 5 Years in Goa"

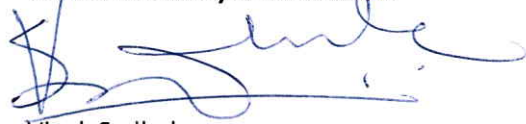
We wish to inform you that the Company has made Press Release dated October 7, 2010 titled "Persistent Systems Celebrates 5 Years in Goa"

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 Limited

Bhageerath 402 Senapati Bapat Road Pune 411 016 India Tel + 91(20)2567 8900 Fax + 91(20)2567 8901

<http://www.persistentsys.com>



Persistent Systems Celebrates 5 Years in Goa

Pune, India - October 07, 2010: Persistent Systems (BSE & NSE: PERSISTENT), a leader in outsourced software product development services, announced that the company is celebrating the fifth anniversary of their Goa center on the 7th Oct., 2010. The Goa center originally ControlNet India, a 100% subsidiary of Campbell, CA based ControlNet Inc. was acquired by Persistent Systems in October 2005.

Today, Persistent enjoys a presence in three continents across the globe, with nine development centers spread across India in Pune, Nagpur, Goa and Hyderabad. Persistent is also celebrating its 20th anniversary this year.

Commenting on this occasion, Dr. Anand Deshpande, Chairman and Managing Director of Persistent Systems said, "As we celebrate the completion of five years of our Goa centre, I am delighted with the progress we have made. The center has demonstrated in-depth domain expertise and teams in Goa are working on some exciting and innovative projects. On this fifth anniversary, I would also like to thank all the employees for their dedication and hard work. I am confident that with their commitment and focus, the Goa center will continue to establish thought leadership in Persistent's key technology areas."

Located in Verna, Persistent's Goa centre has been a strong contributor for providing employment opportunities to software professionals and fresh graduates, since the past five years. The Goa centre is closely associated with the local engineering colleges in nurturing new talent and helps in the overall development of IT education in Goa. Persistent, Goa has been actively contributing to the Goa University, Computer Society of India (CSI), Goa Chamber of Commerce & Industry (GCCCI) and Goa Management Association (GMA).

In terms of human resource practices, Persistent Goa has employee friendly policies and processes such as – open door communication policy, performance recognition awards, employee training development programs, corporate social responsibility initiatives through Green Persistent Movement and Persistent Foundation and employee engagement initiatives through recreational forums.

As part of the anniversary celebration, the Goa center is organizing a variety of activities and programs such as launching two new charitable activities through the Persistent Foundation, service awards and benefits for employees etc.

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 5,000+ 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 290+ customers. The Company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years. For more information, please visit: www.persistentssys.com.



Forward-looking and Cautionary Statements:

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, our revenues highly dependent on customers located in the United States, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, concentration of major operations of the Company in one city, withdrawal of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Stock Exchanges and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company.

Media Contacts:

Pinal Patil
Persistent Systems Ltd.
Tel: 099229.27191
Email: pinal_patil@persistent.co.in

Atul Shah
20:20 MEDIA Pvt. Ltd.
Tel: 099602.55829
Email: atul@2020india.com

