



PERSISTENT

NSE & BSE / 2013-14 / 21

September 17, 2013

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 Unveils End to End Location Monetization Solution at LTE Asia 2013 Conference"

We wish to inform you that the Company has made a Press Release dated September 17, 2013 titled "Persistent Systems Unveils End to End Location Monetization Solution at LTE Asia 2013 Conference"

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited

Amit Atre
Company Secretary



Encl: As above



Persistent Systems Unveils End-to-End Location Monetization Solution at LTE Asia 2013 Conference

SINGAPORE—LTE ASIA 2013—September 18, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product development and technology services, today unveiled Location Monetization Solution – and end-to-end solution that enables telecom operators to rapidly launch and monetize Location Based Services (LBS). Persistent Systems (Stand #19) will be showcasing its new solution at the LTE Asia 2013 conference being held 18-19 September, 2013 at the Suntec Convention Centre in Singapore.

Persistent's Location Monetization Solution provides a complete stack of Location infrastructure and LBS applications that allows carriers to launch new revenue generating services in a matter of weeks, with little to no capital investment. The solution includes position determining infrastructure, an API middleware that unleashes the creativity of 3rd party developers and a suite of revenue generating applications. It is available in on-premises or hosted forms, and is priced to drastically minimize capital investments. The solution is built on Persistent's industry proven Location Platform which supplies the position determination and API middleware capabilities to an array of network technologies covering LTE, UMTS, GSM and CDMA. Persistent's Location Monetization Solution also includes a suite of applications that cater to the needs of SMBs and larger enterprises. The applications can be used in GPS enabled smartphones, and can also meet the needs of emerging markets where GPS enabled smartphones have yet to see heavy market penetration.

"With all available capital budgets going towards expanding the network infrastructure with LTE, the carriers find it challenging to launch new revenue generating services. Our capital efficient solution addresses the huge demand we see from mobile operators in emerging markets for revenue generating location-based services that address the needs of a wide array of enterprises, from SMBs with basic handsets to global firms with sophisticated IT capabilities," said Nara Rajagopalan, Chief Product Officer, Persistent Systems. "For over a decade we have helped our mobile operator customers solve their location-based business challenges. This experience, coupled with our position as a top global developer of mobile applications, has enabled us to design the industry's first end-to-end solution for location monetization."

Conference attendees Persistent Systems' stand (#19) will have the opportunity to meet Persistent Systems' team of LBS experts and learn how location can be monetized effectively to generate new revenue streams. To schedule a media interview or analyst briefing at the conference, please contact Rashmi Joshi at rashmi_joshi@persistent.co.in.



About Persistent Systems:

Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology services. For over two decades, Persistent has consistently been selected as the trusted innovation partner for the world's largest technology brands, leading enterprises and pioneering start-ups. Persistent has a global team of more than 7,000 employees worldwide including offices and delivery centers in North America, Europe, and Asia. Persistent develops best-in-class solutions in key next-generation technology areas including Analytics, Big Data, Cloud Computing, Mobility and Social, for the telecommunications, life sciences, healthcare, and banking & financial services 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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