



PERSISTENT

NSE & BSE / 2013-14 / 22

September 19, 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 Ranked as Top Service Provider in Enterprise Software Segment by Zinnov"

We wish to inform you that the Company has made a Press Release dated September 19, 2013 titled "Persistent Systems Ranked as Top Service Provider in Enterprise Software Segment by Zinnov"

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 Ranked as Top Service Provider in Enterprise Software Segment by Zinnov

Recognized as an Established and Niche Player in the Software/ISV R&D Category and Named a Leader in Consumer Segment

Pune, INDIA and Santa Clara, CA – September 19, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that Zinnov Management Consulting has ranked Persistent Systems as the top service provider in the Enterprise Software segment. The leading Globalization and Market Expansion Advisory firm has recognized Persistent Systems as an 'Established and Niche Player' in overall ranking and in the leadership zone for the both Consumer and Enterprise Software segments of its annual industry report.

Zinnov's Global R&D Service Provider Ratings for 2013 were conducted across 10 major industry verticals with more than 200 R&D service providers across geographies including India, China, Russia, Eastern Europe, & APAC. The comprehensive study and analysis lists the top global product engineering services providers from emerging markets based on financial strength and sheer capabilities including business models, innovation & expertise, people strength and operations. The Zinnov study helps business leaders choose the right R&D partners across geographies.

"We are delighted to be named by Zinnov as the top R&D service provider in the Enterprise Software segment and a leader in the Consumer segment," said Dr. Anand Deshpande, Chairman and Managing Director of Persistent Systems. "This recognition reflects our focus, investments and expansion into the Enterprise segment with solutions that integrate – Analytics, Big Data, Cloud Computing, Mobility and Social for next generation enterprise applications."

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>

About Zinnov:

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas like Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov provides advice to global leaders in business and technology and works collectively with them to tackle prevailing organizational challenges by analyzing changing dynamics, improving performance, and building institutional capability. The services delivered to its clients through advanced reasoning and analytical techniques, provides solutions that help in integrating organizational vision, business definition and processes.

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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