



PERSISTENT

NSE & BSE / 2012-13 / 044

August 31, 2012

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

The Manager,
Corporate Services,
Bombay Stock Exchange 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 "BMC Software Launches Ninja Club; Fosters Technical Excellence via Innovative Methods"

We wish to inform you that the Company has made a Press Release dated August 31, 2012 titled "BMC Software Launches Ninja Club; Fosters Technical Excellence via Innovative Methods"

The copy of the 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

BMC Software Launches Ninja Club; Fosters Technical Excellence via Innovative Methods

Pune, INDIA – August 31, 2012: BMC Software (NASDAQ: BMC), today announced the launch of Ninja Club, an innovative way to foster technical career paths for the brightest minds. The Ninja Club will help address a major challenge faced by every software company - attracting and retaining technical talent while promoting innovation. The Ninja Club has been developed leveraging eMee, an interactive employee gaming platform by Persistent Systems.

BMC Software pioneered this novel concept as a solution to help incubate innovative thinking at an organizational level. The concept compares programmers to martial artists. It is a forum where techies can collaborate and form a network with others who share common interests, practice skills, organize and participate in activities, grow technical skills irrespective of their current assignments and mentor others and be mentored by experts. The Ninja Club through code kathas, technology debates, design & code competitions and hackathons, aims to simulate the techies and promote collaborative thinking and solutions.

Tarun Sharma, CEO, BMC Software India Pvt. Ltd said "We wanted to create a unique and differentiating environment where techies can feel that they can have successful careers without having to give up their passion for technology! With the Ninja Club we want to switch the emphasis from 'span of control' (how many people report to you in your hierarchy) to 'span of influence' (how many people you are influencing and inspiring)."

"We are extremely happy to see that eMee has helped lay the foundation for enterprise collaboration at BMC Software," said Nitin Kulkarni, Chief Operating Officer, Persistent Systems. "With the uptake of social collaboration in the personal lives of employees it is important for enterprises to inculcate good social collaboration practices to promote innovation and creativity at work. eMee includes a slew of gamified applications that promise to fundamentally change the way we work, bringing fun and excitement back into the mundane as well as critical tasks."

"The Ninja Club is an example of using gamification concepts such as game dynamics and game mechanics for employee engagement," said Suhas Kelkar, Chief Technology Officer, BMC Software, APAC. "The eMee model by Persistent Systems was the ideal platform for us to help implement the ideas we had for a gamified approach to enterprise social collaboration."

One of the key differences in the rollout of this program is the combination of the real and the virtual world. Every Ninja gets an account on a virtual site called eMee. The site is able to visually display information about the Ninjas such as their protégés, certifications, accomplishments etc. Combining the virtual world with the real world, levels the playing field for brilliant programmers who may not be very social in the real world.



Business Runs on IT. IT Runs on BMC Software.

Business runs better when IT runs at its best. That's why more than 20,000 IT organizations – from the Global 100 to the smallest businesses – in over 120 countries rely on BMC Software (NASDAQ: BMC) to manage their business services and applications across distributed, mainframe, virtual and cloud environments. With the leading Business Service Management platform, Cloud Management, and the industry's broadest choice of IT management solutions, BMC helps customers cut costs, reduce risk and achieve business objectives. For the four fiscal quarters ended June 30, 2012, BMC revenue was approximately \$2.2 billion.

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product and technology 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 more than 6,500 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, Analytics and Collaboration, for telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare 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)

Media Contacts:

Rashmi Joshi

Persistent Systems Ltd.

Tel: 91 83083 39400

Email: rashmi_joshi@persistent.co.in

Atul Shah

20: 20 MSL

Tel: +91 99602 55829

Email: atul.shah@2020msl.com

