



PERSISTENT

NSE & BSE / 2012-13 / 063

November 25, 2015

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 Sirs,

Sub.: Press Release regarding "Three's a Charm! Persistent Judged Leader in Building Enterprise Software Products for 3rd Straight Year"

We wish to inform you that the Company has made a Press Release dated November 25, 2015 titled "Three's a Charm! Persistent Judged Leader in Building Enterprise Software Products for 3rd Straight Year".

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



Three's a Charm! Persistent Judged Leader in Building Enterprise Software Products for 3rd Straight Year

Recognized as a Leader by Zinnov, a leading Management Consulting Firm

Pune, INDIA and Santa Clara, CA
November 25, 2015

News Summary

For the third year in a row, [Zinnov Management Consulting](#) has placed [Persistent Systems](#) (BSE & NSE: PERSISTENT) in a [leadership position in the Enterprise Software Product](#) segment of its annual Global Service Provider Ratings (GSPR) report 2015. This annual report from Zinnov measures companies on their ability to scale and on their capability to take products from concept to market, their formal innovation culture resulting in IPs and strategic innovation, and for working with the world's largest software companies.

About Zinnov's Global Service Provider Ratings (GSPR) 2015

- Zinnov's GSPR includes more than 200 R&D service providers across geographies including India, China, Russia, Eastern Europe, & APAC.
- It details the top global product engineering services providers from emerging markets based on two critical pillars. The first pillar focuses on financial strength, client breadth and scalability of operations. The second pillar focuses on execution capabilities including business models, innovation & expertise, people strength and operations.
- The study helps business leaders choose the right R&D partners across geographies.

Persistent Quote

"Software and product development are in our very DNA at Persistent Systems. For 25 years our team of engineers, developers, product managers – everyone – have worked together to build software products our customers have come to count on. It's this culture of innovation and excellence that we have fostered that has resulted in this recognition from Zinnov, for the third year in a row. More than ever, we're positioned to accelerate enterprises' digital transformation journeys, where software is at the core of their business," said Sudhir Kulkarni, Global Head of Sales & Marketing, Persistent Systems.

Zinnov Quote:

"Persistent continues to be the leader in the Enterprise software products space. Persistent has a laser-focus on building software products and we think that is a strong differentiator. As enterprises digitally transform, they see Software Product Development expertise as the key enabler. Persistent is well suited to partner with enterprises in their digital transformation journey" said Sidhant Rastogi, Partner and Practice Head, Zinnov.



About Zinnov:

Founded in 2002, Zinnov – meaning Zeal in Innovation – is a leading Globalization and Market Expansion Advisory firm, with specialization in areas such as Global Sourcing, Emerging Markets Expansion, Human Capital Optimization, Small & Medium Businesses, Innovation, Cloud Computing and Enterprise Mobility. Zinnov offers advisory services 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 help in integrating organizational vision, business definition and processes.

Visit us at www.zinnov.com. To request information, contact Karthik Ananth at kananth@zinnov.com.

About Persistent Systems

[Persistent Systems](http://www.persistent.com) (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies with software at the core of their digital transformation. Forward-looking and Cautionary Statements: For risks and uncertainties relating to forward-looking statements, please visit:

http://content.persistent.com/Pslweb/forward_looking_cautionary_statement.shtml

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