



PERSISTENT

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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 rCloud 4 Universal Architecture with Instant Restore for Rapid Cloud-based Disaster Recovery"

We wish to inform you that the Company has made a Press Release dated October 15, 2013 titled "Persistent Systems Unveils rCloud 4 Universal Architecture with Instant Restore for Rapid Cloud-based Disaster Recovery".

The copy of the Press Release is enclosed 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 rCloud 4 Universal Architecture with Instant Restore for Rapid Cloud-based Disaster Recovery

Rapid Disaster Recovery of both Physical and Virtual Environments; Supports all Local Backup Products

Santa Clara, CA – October 15, 2013 –Persistent Systems (BSE & NSE: PERSISTENT), today unveiled the release of its rCloud 4 Universal Architecture with Instant Restore capabilities. An innovative cloud platform that meets the business continuity needs of businesses of all sizes, the new rCloud Universal Architecture is vendor agnostic, supporting one of the industry's widest variety of physical and virtual backup solutions including Dell's AppAssure, StorageCraft's ShadowProtect, and VMWare's ESX/vSphere. Unlike competitive offerings, rCloud 4 enables customers to leverage existing, on premise, image based backups at a fraction of the cost of traditional disaster recovery solutions. Through its easy to use interface, the rCloud service protects both physical and virtual machines (VMs) from local server or on-site failures by replicating snapshots to the rCloud, identifying each snapshot as an instant recovery point. With the Universal Architecture Instant Restore feature, customers can restore any physical and virtual environment in a matter of minutes.

"Fast, flexible and affordable disaster recovery are top priorities for IT departments of all sizes that need to ensure data availability and security in the face of natural disasters, a failure in technology or human error," said Nara Rajagopalan, Chief Product Officer, Persistent Systems, Inc. "We are delighted to bring to market, the industry's most robust, scalable and fully cloud-enabled SMB business continuity solution that addresses the market needs without requiring MSPs to 'rip and replace' existing back-up solutions that they have already installed, and are familiar with. In this age of constant connectivity, both MSPs and their customers can rely on rCloud's Universal Architecture to effectively protect information, and ensure service availability at all times, instantly without having to jump through hoops."

"As promised, Persistent Systems has taken rCloud to the next level – offering the most intuitive and channel-friendly support for image based backup and disaster recovery services in the cloud today," said Alex Rogers, CEO of CharTec. "We are very excited to be able to offer our customers blazing fast recovery both locally on our BDR appliance and in the rCloud."

"With rCloud 4, we are able to offer our customers near-continuous service availability even through entire site-outages, without having to change our current on-premises processes," said Scott Solomon, CEO of SASetech, Inc. "rCloud should be the keystone in everyone's business continuity plan."

Key features:

- **Universal Architecture:** Companies can now leverage rCloud's vendor agnostic platform that provides support for a wide variety of physical and virtual backup solutions in the market today



- **vCenter™ Server Support:** Users can now configure rCloud to interface directly with vCenter to manage virtual machines, including support for vMotion®.
- **Automatic Agent Update:** Companies can now take advantage of auto-update capabilities. Once the new vSphere agent is installed, any new Doyenz updates and capabilities are deployed automatically to the agent.
- **rCloud Centralized Management:** Companies can access and recover any protected ShadowProtect, AppAssure, vSphere environments through a centralized web portal that allows access from any device, anytime, from anywhere.
- **Instantly Restore both Physical & Virtual Machines:** In 10 minutes or less.
- **Cloud Recovery Verification:** rCloud is the only service to provide on-demand verification that production server environments are replicated in the cloud. IT service providers can log on at any time to instantly verify server images and provide their SMB clients proof of the integrity of their data.
- **Prepare for Disasters Before They Occur:** IT service providers can leverage a secure virtual lab to test changes and upgrades on a replica of the server before deploying to production.

Platform enhancements include:

- **Integration with ConnectWise™,** a leader in Professional Services Automation (PSA), allowing IT service providers to automatically populate rCloud usage information to ConnectWise.

To learn more about rCloud 4 please visit <http://www.doyenz.com/rCloud/rCloud%204>.

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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 a 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 Pacific. 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.persistent.com>

Forward-looking and Cautionary Statements:

For risks and uncertainties relating to forward-looking statements, please visit: www.persistent.com/Portals/0/forward_looking_cautionary_statement.shtml

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