



PERSISTENT

NSE & BSE / 2011-12 / 054

September 12, 2011

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 "CloudSense Partners with Persistent Systems for Developing Next Generation Force.com Based Solutions"

We wish to inform you that the Company has made a Press Release dated September 12, 2011 titled "CloudSense Partners with Persistent Systems for Developing Next Generation Force.com Based Solutions".

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For Persistent Systems Limited

Rajesh Ghonasgi

Rajesh
Rajesh Ghonasgi
Chief Financial Officer



Encl: As above



PERSISTENT

CloudSense Partners With Persistent Systems for Developing Next Generation Force.com Based Solutions

Pune, India – September 12, 2011: CloudSense, the leading Cloud Integrator has announced a new partnership agreement with Persistent Systems (BSE & NSE: PERSISTENT), a global company specializing in software product development services for Independent Software Vendors (ISVs) and Enterprises.

Through this partnership, CloudSense will be leveraging Persistent Systems' deep Force.com expertise for enhancing their Order Management solution on the Force.com platform. Persistent Systems will also be providing implementation and professional services around CloudSense products. CloudSense's Order Management solution is the only system of its kind that helps manage the entire sales order process, from product design and advanced order capture right through to fulfillment, all hosted on one cloud platform.

CloudSense Managing Director Richard Britton says "CloudSense is excited at the prospect of working with Persistent Systems to bring new turnkey propositions to market. The combination of CloudSense and Persistent Systems will bring innovative and high value results."

"We are excited and privileged to partner with CloudSense," said Hari Haran, President, Persistent Systems, Inc. "This alliance further illustrates our continued commitment to investing in Cloud based services. We are heavily investing in our Force.com practice, including expanding our already sizeable Force.com certified engineering base and adding solution architects to support specific industry segments. We look forward to contributing to CloudSense's product roadmap today and their APAC go-to-market strategy in near future."

CloudSense provides the next generation of Order Management solutions, native on Force.com as well as leading edge advisory and delivery consultancy. CloudSense has a 94% satisfaction rating with its customers and is active in markets ranging from EMEA to the United States.

Persistent Systems and salesforce.com have a long-standing relationship that has delivered cutting-edge Force.com based applications and products for both ISVs and Enterprises. With a team of over 125 Force.com engineers, Persistent Systems has a track record of large, end-to-end Force.com engagements, and an array of custom enablement services.

About CloudSense:

CloudSense offers advisory, delivery and long term partnership consulting. The company is a leading ISV offering turn key software solutions that can transform businesses to work in today's competitive environment.

CloudSense is the fastest growing force.com consulting specialist in Europe, and has the highest number of certified consultants in the region. The company was recently recognised by Salesforce.com for the exceptional growth in it's Force.com skills base.

One of the leading cloud integrators in EMEA CloudSense has earned an enviable reputation of helping organizations to take control and simplify complex marketing, selling, operations and finance processes to achieve



enterprise business transformation through scalable process and technology solutions combined with sustainable organizational change. For more information visit: www.cloudsense.com

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is a global company specializing in software product development 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 6,600+ 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, BI & Analytics, Collaboration across technology, telecommunications, life sciences, consumer packaged goods, banking & financial services and healthcare verticals. For more information, please visit: 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

Media Contacts:

Pinal Patil
Persistent Systems Ltd.
Tel: 91-99229.27191
Email: pinal_patil@persistent.co.in

Atul Shah
20:20 MEDIA Pvt. Ltd.
Tel: 91-99602.55829
Email: atul@2020india.com

