



NSE & BSE / 2010-11 / 026

June 25, 2010

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 Sirs,

Sub: Press Release regarding "Persistent Systems Unveils a Refreshed Corporate Logo"

We wish to inform you that the Company has made a Press Release dated June 23, 2010 titled "Persistent Systems Unveils a Refreshed Corporate Logo".

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 Systems Limited

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• <http://www.persistentsys.com>



Persistent Systems Unveils a Refreshed Corporate Logo

New identity signifies diversity representing knowledge, achievement, excellence and responsibility

Pune, June 23rd, 2010 – [Persistent Systems](#), the leader in the outsourced software product development (OPD) announced unveiling of a refreshed corporate logo. The Company is celebrating its 20th anniversary and the new corporate logo is part of the various activities the Company is organizing.

Incorporated on May 30, 1990, Persistent Systems was the first company established in the Software Technology Park in Pune and the first company to have exported software from any STP in India, thus pioneering the offshore software delivery model.

Commenting on this announcement, Dr. Anand Deshpande, Chairman and Managing Director of Persistent Systems said, "As we enter our third decade, it is my pleasure to present Persistent's refreshed logo. Having achieved several milestones in the last decade, now it is time to move to an identity that takes us to greater heights and new frontiers. This logo is an evolutionary change from the current logo."

Further elaborating, Dr. Deshpande said, "The refreshed Persistent identity signifies a new image of the Company. A smarter, more modern identity heralds the next decade - one with wider reach, and better capabilities to handle complex challenges."

Persistent has refreshed their logo earlier after completion of the first 10 years. In the year 1990, the logo comprised the 'Persistent' infinity loop in the insignia. In 2000, the Company added a three dimensional textured globe to the 'Persistent' infinity loop as the Company's identity, representing the Company's global reach.

The new identity captures the brand's diversity through three vibrant colours - Erudite Blue representing knowledge and achievement; Radiant Orange, excellence and inclusiveness; and Pure Green, responsibility. An organic and dynamic loop wraps around the globe to represent Persistent's inclusive, all-encompassing leadership. The new colour, green has appeared inside the loop, representing the company's commitment towards a sustainable world. The logo also includes a specially developed typeface, Newsys, enhancing the modern character of the identity while reinforcing trust established by the Brand.

Evolution of the Persistent Logo		
		
The First Decade 1990 – 2000	The Second Decade 2000 – 2010	The Third Decade 2010 – 2020



Persistent

About Persistent Systems:

Established in 1990, Persistent Systems (BSE & NSE: PERSISTENT) is recognized as an award-winning technology company specializing in [software product development services](#). With 4,600+ employees, innovative business models, and reusable assets and frameworks, Persistent helps customers increase revenues and margins, and enhance brand value. Persistent Systems has delivered over 3,000 software product releases in their last five years and has 290+ customers. The company has developed proven processes for the entire product lifecycle which reduce time-to-market while delivering consistent quality and customer satisfaction – as evidenced by customer partnerships that span many years. For more information, please visit: www.persistentsys.com.

Forward-looking and Cautionary Statements:

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, our revenues highly dependent on customers located in the United States, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, concentration of major operations of the Company in one city, withdrawal of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. The Company may, from time to time, make additional written and oral forward-looking statements, including statements contained in the Company's filings with the Stock Exchanges and our reports to shareholders. The Company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the Company.

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