



PERSISTENT

NSE & BSE / 2012-13 / 092

March 11, 2013

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 "Persistent Systems Celebrates International Women's Day with Week Long Activities"

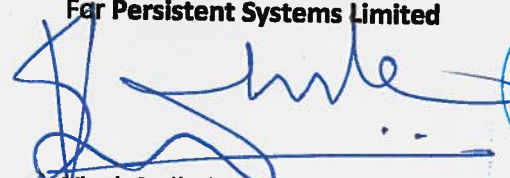
We wish to inform you that the Company has made a Press Release dated March 11, 2013 titled "Persistent Systems Celebrates International Women's Day with Week Long Activities - Dr. Kiran Bedi India's First Lady Police Officer and Social Activist Delivers Keynote Address".

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 Systems Celebrates International Women's Day with Week Long Activities

Dr. Kiran Bedi India's First Lady Police Officer and Social Activist Delivers Keynote Address

Pune, India – March 11, 2013: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced week long International Women's Day celebrations held at the Pandit Bhimsen Joshi Auditorium at its Hinjawadi, Pune office. The program commenced with an inspiring opening keynote, ***"Don't be a Super Human Being...Be Superbly Human,"*** by Dr. Kiran Bedi, the first Indian lady Police Service Officer and social activist.

Popularly known as the 'I Dare' lady, Dr. Bedi addressed more than twelve hundred employees on how women can bring themselves at par with men at the workplace and in society. She stressed the importance of changing outdated beliefs, "India will only be able to move forward if the women are capable of working and contributing to the workforce of the nation. It is the responsibility of every man and woman to change these pre-set notions." Dr. Bedi appealed to women to plan their life and career, get continuous education, and remain updated with the latest technology and skills. Dr. Bedi also shared her experiences during her tenure in the police force and the importance of rising up to life's challenges and the joy in overcoming them.

"Dr. Bedi is an inspiring role model and her keynote, a highlight of our International Women's Day celebrations, provided us with a holistic view of the responsibilities we must all take on to help advance our society," said Dr. Anand Deshpande, Chairman and Managing Director, Persistent Systems. "At Persistent, we are proud to have created an environment that fosters women's professional growth. We recognize, support and value the important role of the women in our company and offer our congratulations on their achievements and contribution to the company's on-going success."

In addition to the session by Dr. Bedi, other activities planned by the Women's Forum, Prerana at Persistent Systems - included plays and acts themed around women's issues, written and showcased by Persistent Systems employees, a cookery show and a donation drive for poor children.

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 6,000 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

Rashmi_joshi@persistent.co.in

Nikhil Arora

Text100 Public Relations

Tel: +91 98921 58923

nikhil.arora@text100.co.in

