



PERSISTENT

NSE & BSE / 2013-14 / 45

December 11, 2013

✓ 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 Receives 2013 Cloud Computing Excellence Award"

We wish to inform you that the Company has made a Press Release dated December 10, 2013 titled "Persistent Systems Receives 2013 Cloud Computing Excellence Award".

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 Receives 2013 Cloud Computing Excellence Award

Pune, India and Santa Clara, CA – December 10, 2013 — Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that TMC, a global, integrated media company, has named Persistent Systems a 2013 Cloud Computing Excellence Award winner by Cloud Computing Magazine. The Cloud Computing Excellence Awards recognize companies that have most effectively leveraged cloud computing in their efforts to bring new, differentiated offerings to market.

Persistent Systems received the award in recognition of its role in helping Ittavi, the modern family financial management company deploy SupportPay, the first product to enable parents to directly manage their child support payments and expenses.

Ittavi turned to Persistent Systems to develop a cloud-based and mobile child support solution that would allow parents to track child support and child expenses, upload receipts, communicate via the system and make payments online, either to each other or to a third party. Persistent's development team provided Ittavi with a cost effective and robust solution using cloud and mobility best practices.

"Persistent Systems has been recognized for its achievement in bringing innovation and excellence in the market while leveraging the latest technology trends to create an enriched user experience," said Erik Linask, Group Editorial Director, TMC.

"Recognizing leaders in the advancement of cloud computing, TMC is proud to announce Persistent Systems a recipient of the Third Annual Cloud Computing Excellence Award," said Rich Tehrani, CEO, TMC. "SupportPay has demonstrated innovation as well as the ability to deliver significant value-add to the cloud."

"Persistent Systems helps clients leverage powerful platform solutions to build out applications rapidly and cost-effectively," said Ramana Metlapalli, Senior Vice President and Global Leader, Salesforce.com Practice, Persistent Systems. "We are honored to be recognized for providing Ittavi with a secure, cloud-based web and mobile solution – and enabling them to launch SupportPay as a collaborative personal finance application for managing child support expenses and bill payments."

To learn more about how Persistent Systems helped Ittavi deliver SupportPay please visit: <http://youtu.be/Txyvuz7ixgw>.



About Ittavi:

Ittavi, an acronym for "it takes a village", seeks to revolutionize family financial management by creating simple yet effective software to help single, divorced, separated and blended families manage their financial relationships. The first company to truly focus on managing child support payments, Ittavi helps parents save time and money by simplifying the process of managing child support. For more information, please visit <http://www.supportpay.com>.

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 the 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>.

About TMC:

TMC is a global, integrated media company that supports clients' goals by building communities in print, online, and face to face. TMC publishes multiple magazines including Cloud Computing, M2M Evolution, Customer, and Internet Telephony. TMCnet is the leading source of news and articles for the communications and technology industries, and is read by as many as 1.5 million unique visitors monthly. TMC produces a variety of trade events, including ITEXPO, the world's leading business technology event, as well as industry events: Asterisk World; AstriCon; ChannelVision (CVx) Expo; Cloud4SMB Expo; Customer Experience (CX) Hot Trends Symposium; DevCon5 - HTML5 & Mobile App Developer Conference; LatinComm Conference and Expo; M2M Evolution Conference & Expo; Mobile Payment Conference; Software Telco Congress, StartupCamp; Super Wi-Fi & Shared Spectrum Summit; SIP Trunking-Unified Communications Seminars; Wearable Tech Conference & Expo; WebRTC Conference & Expo III; and more. For more information about TMC, visit www.tmcnet.com.

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