



PERSISTENT

NSE & BSE / 2013-14 / 63 A

March 6, 2014

✓ 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 Sir / Madam,

Sub: Press Release regarding "Jinya Connect Selects Persistent Systems to Develop English Version of its Highly Acclaimed Japanese Property Management App"

We wish to inform you that the Company has made a Press Release dated March 6, 2014 titled "Jinya Connect Selects Persistent Systems to Develop English Version of its Highly Acclaimed Japanese Property Management App".

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



Jinya Connect Selects Persistent Systems to Develop English Version of its Highly Acclaimed Japanese Property Management App

Persistent Systems enables Jinya Connect to Extend its Geographical Reach

Pune, India and Kanagawa, Japan – March 6, 2014: Persistent Systems (BSE & NSE: PERSISTENT), the global leader in software product and technology services, today announced that Jinya Connect, Japan's market leading SaaS (Software as a Service) Property Management System provider, has selected Persistent Systems to develop the English version of its highly acclaimed hospitality industry application, as the company looks to expand into new geographical markets across the globe.

Built on the Salesforce1 Platform, Jinya Connect empowers mid-sized and boutique hotels with a comprehensive social, mobile and collaborative app that provides hotel employees with highly pertinent, real-time guest information such as booking preferences and customized offers for accounting.

Comments on the News

- "Jinya Connect brings together all the relevant information necessary to help hotels and their staff extend the best possible, personalized, customized guest experience ever," said Tomio Miyazaki, CEO and Founder of Jinya Connect. "As Jinya Connect has become the de facto property management app used by 70 properties, we feel the time is right to expand and offer our innovative solution to the broader English-speaking hospitality industry."
- "Persistent's strengths in developing apps on the Salesforce1 Platform came highly recommended," said Hiroyuki Morimoto, CTO and Founder of Jinya Connect. "We look forward to leveraging their expertise to not only translate but to enhance our offering for a global market."
- "We are delighted to have been selected by Jinya Connect for our engineering skills as well as process maturity to serve culturally diverse markets," said Ramana Metlapalli, senior vice president and global leader, Salesforce Practice, Persistent Systems. "Delivering this innovative app in English is critical to expanding Jinya Connect's market share and will empower a broader hospitality industry audience to create deeper and more relevant connections with their customers."

Persistent Systems' Salesforce Practice helps companies to conduct rapid, intelligent and economical migration of software and applications to the cloud.



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 7,500 employees worldwide including offices and delivery centers in North America, Europe, and Asia. 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:

[http://content.persistent.com/Pslweb/forward looking cautionary statement.shtml](http://content.persistent.com/Pslweb/forward%20looking%20cautionary%20statement.shtml)

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