



NSE & BSE / 2016-17 / 174

March 28, 2017

The Manager,
Corporate Services,
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai 400 051

The Manager,
Corporate Services,
BSE 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 "Persistent Systems to provide integration and implementation services to support customers using Amazon Connect, new cloud-based customer contact center from Amazon Web Services"

We wish to inform you that the Company has made a Press Release dated March 28, 2017 titled **"Persistent Systems to provide integration and implementation services to support customers using Amazon Connect, new cloud-based customer contact center from Amazon Web Services"**.

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

Please acknowledge the receipt.

Thanking you,

Yours faithfully,
For **Persistent Systems Limited**

Mangesh Mandrekar
Assistant Manager – Corporate Secretarial



Encl.: As above



Persistent Systems to provide integration and implementation services to support customers using Amazon Connect, new cloud-based customer contact center from Amazon Web Services

Pune, INDIA, Santa Clara, CA

March 28, 2017

Persistent Systems (BSE & NSE: PERSISTENT), a global software and technology developer, today announced it is among the first AWS Partner Network (APN) Partners to create a support practice around Amazon Connect, a new cloud-based contact center service from Amazon Web Services (AWS). AWS launched Amazon Connect today.

Quote from Jacqueline White, Chief Customer Officer

"In the Digital economy, speed and data are the difference between being obsolete or being a part of the future. Customers rightfully don't have the patience for companies who aren't ready to know them individually and provide excellent support. Amazon Connect builds on AWS's unsurpassed customer service systems so that enterprises of any size are able to quickly and easily set up and manage their customer contact center."

Persistent Systems plans to initially focus on key verticals including Finance and Healthcare. The company brings strong expertise in digital and deep understanding of AWS technology so its customers can fully benefit from Amazon Connect as it integrates with existing data sets to deliver support specific to them. This support is dynamic, based on a customer's past and real-time interactions.

About Persistent Systems

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives the business of our customers; enterprises and software product companies with software at the core of their digital transformation. For risks and uncertainties relating to forward-looking statements, please [click here](#).

###

For more information, please contact:

Ken Montgomery
Persistent Systems
+1-949-939-5164

Ken_montgomery@persistent.com

Akshata Datar
Text100 Global Communications
+91 9867507599

Akshata.Datar@text100.co.in

