



NSE & BSE / 2017-18 / 08

April 19, 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 "New HfS Report Attests to Persistent Systems' Growing Momentum in Salesforce Ecosystem"

We wish to inform you that the Company has made a Press Release dated April 19, 2017 titled "**New HfS Report Attests to Persistent Systems' Growing Momentum in Salesforce Ecosystem**".

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



New HfS Report Attests to Persistent Systems' Growing Momentum in Salesforce Ecosystem
Persistent recently achieved the Salesforce Platinum Consulting Partner status based on factors that include sales and customer success

Pune, INDIA, Santa Clara, CA
April 19, 2017

Persistent Systems, a Salesforce Certified Platinum Partner, is among the select companies featured in HfS Blueprint Report: Salesforce Services 2017. The report outlines trends in service delivery, and profiles twelve of the leading service providers in this increasingly dynamic market segment. It identified key selection criteria which included the ability to understand enterprise clients' business imperatives and provide timely and flexible services.

The Blueprint reports that Persistent's Salesforce services business is in the high growth stage, with the company continuing to invest in growth opportunities to achieve greater success.

Early this year, Persistent achieved the Salesforce Platinum Consulting partner status. Persistent has been a member of the Salesforce Partner Program for the past eight years. Persistent has successfully completed more than 350 projects on the Salesforce platform with customer satisfaction score of 9.51/10, according to HfS' data.

Commentary & Highlights by Khalda De Souza, Research Director about Persistent Systems from the HfS Report:

"Persistent Systems serves clients in many industry sectors, with a strong focus on healthcare. They invest in tools, including a healthcare accelerator tool, and the Physician and Patient Relationship Management, which has Fullforce Industry Solution designation. Moreover, Persistent helps drive innovation within the Salesforce development community, where it helps software vendors to develop SaaS products using the Salesforce platform."

Persistent Systems' strengths highlighted in the report include:

- Quality of account management
- Strong resources
- Incorporate client feedback
- Vision for Salesforce effectiveness

Quote from Don Lynch, SVP Worldwide Alliances at Salesforce

"We're thrilled that Persistent Systems is recognized as an important Salesforce partner by HfS and is helping companies connect with their customers in entirely new ways," said Don Lynch, SVP, worldwide alliances, Salesforce. "We work closely with Persistent to ensure our mutual customers benefit from their proven healthcare industry expertise with the Salesforce Intelligent Customer Success Platform."





PERSISTENT

Quote from Sudhir Kulkarni, President Digital at Persistent Systems

“Salesforce is a phenomenal partner and that’s certainly reflected in this report from HfS. Being a Platinum Partner has allowed us to work closely with Salesforce in driving our vision of Software 4.0 – a world in which organizations move from being software-enabled to being software-driven. Healthcare is one of the most compelling areas for this. We’ve collaborated with Salesforce in the early development and deployment of Salesforce Health Cloud and solutions, and we’re using it to work on cutting-edge projects around the world.”

Additional Resources and Information:

- [HfS Research Director, Khalda De Souza’s story on Persistent Salesforce Practice](#)
- [Persistent Systems: Salesforce Platinum Consulting Partner](#)
- [What does it mean to accelerate your healthcare business](#)
- [Persistent’s Connected Healthcare Practice](#)
- [Persistent’s Life Sciences & Healthcare Practice](#)

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.

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

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