

---

NSE & BSE / 2023-24 / 053

June 15, 2023

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 titled 'Persistent Unveils New Global Hub in Texas for Private Equity Value Creation.'**

We wish to inform you that the Company has made a press release dated June 15, 2023, titled 'Persistent Unveils New Global Hub in Texas for Private Equity Value Creation.'

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

This is for your information and records.

Please acknowledge the receipt.

Thanking you,

Yours Sincerely,  
For **Persistent Systems Limited**

Amit Atre  
Company Secretary  
ICSI Membership No.: A20507

Encl.: As above



Persistent

# Persistent Unveils New Global Hub in Texas for Private Equity Value Creation

Further expands capabilities in corporate carve out, platform modernization, and operational improvement

June 15, 2023

Plano, TX and Pune, India

## News Summary

[Persistent Systems](#) (BSE and NSE: PERSISTENT), a global Digital Engineering leader, today announced the launch of its newly established Private Equity (PE) Value Creation Hub in Plano, Texas. The center will expand the Company's onshore footprint and strengthen its presence in the rapidly evolving PE market by providing expertise across the full asset lifecycle for global PE firms and their portfolio companies.

According to the Dallas Business Journal, Dallas-Fort Worth area is the third-largest market for PE firms in the US after New York and Chicago. This newest Persistent center will help PE firms to accelerate both top line and efficiency centric value creation levers for their portfolio companies. It will serve as a source of playbooks for secure corporate carve out, rapid globalization, cost rationalization, and product acceleration.

Persistent has relationships with many of the world's leading PE firms and has thousands of technologists delivering value to portfolio companies across technology, healthcare, banking, financial services, and communications segments. The Company's services are tailored to meet the unique needs of each client and are well aligned to their value creation objectives.

### **James Markarian, Chief Technology Officer, Marlin Equity Partners:**

*"With the rapidly growing and competitive environment, Private Equity firms need to redefine their growth levers and must continue to focus on new avenues to quickly create value from their investments. Persistent's PE Value Creation Hub will certainly be a game changer as it brings together PE firms, portfolio companies, and ecosystem partners to drive transformative business outcomes."*

**Punit Kulkarni, Global Private Equity Leader, Persistent:**

*"We are excited to open our Value Creation Hub and expand our onshore capabilities to better serve our private equity clients across the globe. The maturity of our playbooks and exceptional talent will help position Persistent as a prime value creation partner, right from acquisition to divestiture. Our services and solutions for product and technology assets, backed by our bespoke partner ecosystem, enable us to deliver value at both scale and speed."*

**About Persistent**

With over 22,750 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. We work with the industry leaders including 14 of the 30 most innovative companies as identified by BCG, 8 of the top 10 largest banks in the US and India, and numerous innovators across the healthcare and software ecosystems. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labour, environment, and anti-corruption, as well as take actions that advance societal goals.

[www.persistent.com](http://www.persistent.com)

**Forward-looking and Cautionary Statements**

For risks and uncertainties relating to forward-looking statements, please visit [persistent.com/flcs](http://persistent.com/flcs)

**Media Contacts**

Emma Handler  
Persistent Systems (Global)  
+1 617 633 1635

[emma\\_handler@persistent.com](mailto:emma_handler@persistent.com)

Rhea Mistry  
Archetype  
+91 992 058 2926

[rhea.mistry@archetype.co](mailto:rhea.mistry@archetype.co)

