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NSE & BSE / 2024-25 / 095

July 3, 2024

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 Acquires Starfish Associates, Strengthening its Position in AI-powered Contact Center and Unified Communications'**

We wish to inform you that the Company has made a press release dated July 3, 2024, titled 'Persistent Acquires Starfish Associates, Strengthening its Position in AI-powered Contact Center and Unified Communications'.

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

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 Acquires Starfish Associates, Strengthening its Position in AI-powered Contact Center and Unified Communications

July 3, 2024

Pune, India

## News Summary

[Persistent Systems](#) (BSE and NSE: PERSISTENT), a global pioneer in Digital Engineering and Enterprise Modernization, today announced the intent to acquire New Jersey-based [Starfish Associates](#). This strategic acquisition builds on Persistent's existing engineering capabilities in the Contact Center and Unified Communications space, expanding its strong AI-driven business transformation capabilities and expertise in driving operational excellence. Known for its cutting-edge Enterprise Communications automation platform, Starfish Associates caters to the world's largest enterprises including many Fortune 500 companies.

Starfish Associates' automation platform excels as an intelligent integration hub and workflow engine, facilitating seamless connections across a myriad of business applications and communication systems. It enhances multi-vendor communication management through automation with platforms such as Amazon Connect, Avaya, Cisco, Genesys, and Microsoft Teams. In addition, it integrates with key business applications like ServiceNow, Workday, and Microsoft Active Directory to streamline workflows and operations.

This acquisition brings together Starfish Associates' innovative platform with Persistent's leading AI-powered automation capabilities and a strong customer base, enabling significant optimizations, enhanced efficiencies for workflows, and agile responses to dynamic business environments.

**Sandeep Kalra, Chief Executive Officer and Executive Director, Persistent:**

*“Our journey of industry-leading growth continues, fueled by strategic expansion and a deep understanding of our clients' needs. The integration of Starfish Associates' platform greatly enhances our unified communications and contact center management offerings as this industry undergoes significant disruption on the back of AI-led innovations. This acquisition paves the way for us to support our global clients to unlock the full potential of these innovations in their contact centers. We are excited to welcome Starfish Associates to the Persistent team and anticipate great success in scaling our operations with Robert, David, and their team.”*

**Robert Hankin, Co-Founder and Partner, Starfish Associates:**

*“Since our inception, Starfish Associates has been dedicated to enhancing enterprise management of unified communications and contact centers, always aiming to elevate customer and employee experiences. Joining forces with Persistent presents a new chapter for us, on one hand augmenting our capabilities in integration, automation, and AI-driven contact center transformation, and on the other hand, giving us access to Persistent's strong customer base.”*

**David Raanan, Co-Founder and Partner, Starfish Associates:**

*“Persistent brings unmatched expertise in Digital Engineering and AI automation. Our platforms and solutions align perfectly with Persistent's strategic objectives, creating robust synergies to propel competitive advantages and streamline operations for enterprises globally.”*

**Phil Fersht, CEO and Chief Analyst, HFS Research:**

*“With the acquisition of Starfish Associates, Persistent is positioned to disrupt the Unified Communications and Contact Center markets. The firm's industry-leading growth and distinct culture make this an exciting proposition to watch as the need for AI-enabled transformation from enterprises demands trusted providers with multi-platform experience in UC and Contact Centers to drive both enhanced customer experiences and operational efficiencies. The synergies between Persistent and Starfish Associates bring immediate benefits to Persistent's clients and position the firm aggressively in the customer experience market, further highlighting its broad-based AI capabilities.”*

**About Persistent**

With over 23,800 employees located in 21 countries, Persistent Systems (BSE & NSE: PERSISTENT) is a global services and solutions company delivering Digital Engineering and Enterprise Modernization. As a participant of the United Nations Global Compact, Persistent is committed to aligning strategies and operations with universal principles on human rights, labor, environment, and anti-corruption, as well as take actions that advance societal goals. With 268% growth since 2020, Persistent is the fastest-growing Indian IT Services brand according to Brand Finance.

[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**

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