



For Immediate Release

Patni Computer Systems Wins Marketing Excellence Award

*Global Marketing Leadership Organization ITSMA Honors Patni with
Diamond Award for Excellence in Strengthening Customer Relationships*

CAMBRIDGE, MA – November 11, 2008 -- [Patni Computer Systems](#) (BSE: PATNI COMPUT, NSE: PATNI, NYSE: PTI), a leading global IT and BPO services provider, today announced that ITSMA, the leading marketing association for technology, communications and professional services providers, has honored Patni with the 2008 'Marketing Excellence Award'.

Patni received a Diamond Award – ITSMA's highest designation in the Strengthening Partner Relationships category. ITSMA announced its 2008 awards on November 4th at the organization's 15th Annual Marketing Conference.

ITSMA recognized Patni's for the execution of its "Partner for Success" program which was developed to enable optimum leverage of Patni's business transformation expertise by clients and prospects. These structured initiatives enabled Patni to increase the number of its strategic relationships, achieve a high percentage of repeat business and positive referrals, which furthers new business development.

"Each year I am amazed at the level and number of excellent award submissions we receive, this year was no exception," said **Dave Munn, President and CEO of ITSMA**. "What really made the Patni submission stand out was the company's commitment to enhancing its thought leadership content and programs for clients. It has had a big impact on client perceptions and follow-on work."

"We are very happy to be acknowledged by ITSMA for ongoing innovation in customer collaboration, a critical success factor for any global services company" said **Neeraj Gupta, Head of Global Client Relations at Patni**. "We continue to develop a global program to integrate all elements of our marketing and services mix, to enable our customers to achieve their transformation goals."

About Patni

[Patni Computer Systems Limited](#) (BSE: PATNI COMPUT, NSE: PATNI, NYSE: PTI) is a global provider of IT Services and business solutions, servicing Global 2000 clients. Patni services its clients through its industry-focused practices, including banking, financial services and insurance (BFSI); manufacturing, retail and distribution (MRD); life sciences; communications, media and utilities (CMU), and its technology-focused practices.

With an employee strength of over 15,000; multiple global delivery centers spread across 11 cities worldwide; 23 international offices across the Americas, Europe and Asia-Pacific; Patni has registered revenues of US \$663 million for the year 2007.

Patni's service offerings include application development and maintenance, enterprise application solutions, business and technology consulting, product engineering services, infrastructure management services, customer interaction services & business process outsourcing, quality assurance and engineering services.



Committed to quality, Patni adds value to its clients' businesses through well-established and structured methodologies, tools and techniques. Patni is an ISO 9001: 2000 certified and SEI-CMMI Level 5 (V 1.2) organization, assessed enterprise wide at P-CMM Level 3. In keeping with its focus on continuous process improvements, Patni adopts Six Sigma practices as an integral part of its quality and process frameworks.

Patni leverages its vast experience spanning three decades; deep domain expertise; full-spectrum services; and suites of IP-led solutions, methodologies and frameworks; in being an effective business transformation partner to its clients.

For more information on Patni, visit www.patni.com.

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