



SASKEN

BSE Limited,
Dept. of Corporate Services - CRD,
P. J. Towers, Dalal Street,
Mumbai - 400 001

January 15, 2019

National Stock Exchange of India Limited
Exchange Plaza, C-1, Block - G,
Bandra Kurla Complex,
Bandra (East),
Mumbai - 400 051

By web upload

Dear Sirs,

Sub: Press Release: Sasken launches Automotive Center of Excellence in Detroit, USA

Ref: Scrip Code 532663 / SASKEN

Please find enclosed a Press Release bearing the title 'Sasken launches Automotive Center of Excellence in Detroit, USA', being released to media today.

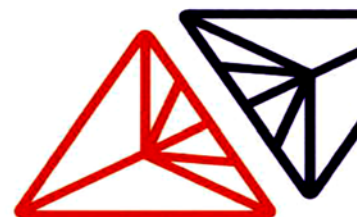
Thanking you.

Yours Faithfully,
For Sasken Technologies Limited

S. Prasad
Associate Vice President & Company Secretary

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SASKEN

Sasken launches Automotive Center of Excellence in Detroit, USA

Center to focus on developing cutting-edge solutions for the next generation of connected vehicles

Detroit, USA and Bengaluru, India: January 15, 2019 – Sasken Technologies Ltd., (BSE: 532663, NSE: SASKEN) (formerly Sasken Communication Technologies Ltd.), a leading product engineering and digital transformation solutions provider, today announced that it has launched a state-of-the-art Automotive Center of Excellence (CoE) in Detroit, USA. The center, which was inaugurated by Dr. Kenson J. Siver, Mayor, City of Southfield, is part of Sasken's nearshore strategy to cater to the needs of its customers in the Automotive segment.

Its main focus will be to develop cutting-edge solutions for the next generation of connected vehicles in areas such as Advanced Driver Assistance System (ADAS), Integrated Cockpit System (ICS), In-car Infotainment, and Telematics.

"Software is becoming a key differentiator in automotive today. Sasken brings a decade-long experience in delivering software solutions to its Automotive customers. And with our Automotive CoE, we aim to bring our key solutions closer to our customers in the region," said Hari Haran, President-Global Sales, Marketing, and Business Lines, Sasken. "Our objective here is to anchor key programs while continuing to provide offshore delivery excellence," he added.

Rajiv C Mody, Chairman, Managing Director & CEO, Sasken said, "A huge factor that went into our decision to set up this center in Detroit is the availability of great talent. Sasken's new facility will provide an opportunity for local engineers to work on cutting-edge technologies in the automotive domain."

"We are excited that Sasken has selected Southfield for its new Detroit Development Center," said Dr. Kenson J. Siver, Mayor, City of Southfield. "Sasken joins a distinguished line up of technology companies on Southfield's Telegraph Road high-tech corridor," he added.

Sasken is a preferred partner to several leading Automotive Tier-1s and OEMs providing Product Engineering and Digital Transformation solutions. Sasken's 10+ years of expertise in the automotive industry is backed by strong partnerships with leading silicon vendors, extensive experience in the communications space, and proven ability to scale. This facility will eventually be a hub for over 100 engineers and bringing employment opportunities to the region.

About Sasken:

Sasken is a specialist in Product Engineering and Digital Transformation providing concept-to-market, chip-to-cognition R&D services to global leaders in Semiconductor, Automotive, Industrials, Smart Devices & Wearables, Enterprise Grade Devices, Satcom and Transportation industries. For over 29 years and with multiple patents, Sasken has transformed the businesses of over 100 Fortune 500 companies, powering over a billion devices through its services and IP. For more details, visit www.sasken.com

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