



SASKEN

BSE Limited,
Dept. of Corporate Services – CRD,
Phiroze Jeejeebhoy Towers, Dalal Street,
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January 8, 2020

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

By Web Upload

Dear Sir / Madam,

Sub: Press Release: Sasken joins MediaTek Rich IoT program to drive innovation across the intelligent device market

Ref: Scrip Code 532663/ SASKEN

Please find enclosed a Press Release bearing the title ‘Sasken joins MediaTek Rich IoT program to drive innovation across the intelligent device market’ released on January 7, 2020.

Thanking you,

Yours faithfully
For Sasken Technologies Limited

S. Prasad
Associate Vice President & Company Secretary

Encl. as above

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Sasken joins MediaTek Rich IoT program to drive innovation across the intelligent devices market

Collaboration enables customers to quickly and seamlessly integrate silicon with advanced AI features into connected devices

Bengaluru, India, January 07, 2020 – Sasken Technologies Ltd. (BSE: 532663, NSE: SASKEN), a leading product engineering and digital transformation services provider, today announced that it has become a part of MediaTek Inc's (TWSE: 2454) Rich IoT program.

MediaTek's Rich IoT program features a series of AI-supported chipset platforms that are highly integrated with ultra-low power consumption to maximize battery life and deliver superior computing power. Through its Rich IoT program, MediaTek is spurring AI innovation with its platforms that enterprises, startups, emerging brands and leading OEMs in diverse markets can use to design a wide range of IoT devices with edge-AI capabilities, provide new user experiences, and address new market opportunities. As part of the Rich IoT ecosystem, Sasken will leverage its extensive knowledge of silicon platforms, connectivity, imaging, and smartphone integration to make home and industrial appliances more intelligent.

"Sasken has more than a decade of experience in utilizing MediaTek's chipsets, and we are delighted to collaborate with MediaTek to enable next-gen appliances for smart home and smart enterprise applications that will significantly enhance the spectrum of services for both segments," said **Satish Burli, VP and Head-Product Engineering Services, Sasken**. "Sasken and MediaTek teamed up on a joint go-to-market plan that leverages our respective strengths to enable device manufacturers to build trail-blazing products," he added.


"Our Rich IoT program is enabling our partners to address the surging market demand for smart devices with AI-powered voice assistant, display, and vision capabilities," said **Mohit Bhushan, VP and GM of US Business Development, MediaTek**. "Sasken, with its extensive expertise in MediaTek chipsets, is a great addition to our Rich IoT partner ecosystem. We look forward to working with Sasken in enabling our customers to innovate and develop products across the home and industrial segments," he added.

At CES 2020, Sasken and MediaTek will be presenting an immersive home appliance experience that will enable visitors to experience the power that IoT can bring to serve customers' needs in an intelligent way.

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 30 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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