



SASKEN

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

February 11, 2019

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: Smartrac and Sasken Announce IoT Solutions Alliance.
Ref: Scrip Code 532663/ SASKEN

Please find enclosed a Press Release bearing the title 'Smartrac and Sasken Announce IoT Solutions Alliance'.

Thanking you,

Yours faithfully
For Sasken Technologies Limited

S. Prasad
Associate Vice President & Company Secretary

Encl. as above

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Smartrac and Sasken Announce IoT Solutions Alliance

Collaboration to provide innovative IoT solutions to brands, retail, industrial and logistics sectors

Amsterdam, The Netherlands and Bengaluru, India, February 11, 2019 – Smartrac Technology Group, a global market leader in RFID products and IoT solutions, and Sasken Technologies Ltd. (BSE: 532663, NSE: SASKEN) (formerly Sasken Communication Technologies Ltd.), a leading product engineering and digital transformation services provider, today announced a strategic technology partnership for **IoT solutions**. Both companies will bring in their respective capabilities to deliver market-ready IoT solutions to drive value in operations, supply chain and customer engagement focusing on brand owners, retailers, and the industrial and logistics sectors.

Following the announcement, **Dinesh Dhamija, Chief Technology Officer and Member of the Management Board, Smartrac**, said, “The combination of Smartrac’s industry-leading RFID transponder technology, our innovative Smart Cosmos® solutions platform and Sasken’s strong services delivery expertise brings unequaled new capabilities to the global market for companies looking to optimize supply chains, enhance customer engagement, and drive efficiencies across their value ecosystem. We look forward to rapidly delivering innovation in the IoT sector with this new level of performance and operational excellence.”

“Through our collaboration we will make our customers’ products and assets smarter, enabling enhanced and improved performance across all aspects of our customers’ businesses, leveraging the latest innovations in IoT technology,” said **Raman Sapra, Executive VP and General Manager-Digital, Sasken**. “We will use Smartrac’s solutions platform Smart Cosmos and IoT capabilities along with our Digital services capabilities in Cloud, IoT, Mobile Apps and Analytics to deliver innovative industry-specific applications that enable our customers to realize the value of digital,” he added.

Smartrac and Sasken will jointly leverage their strengths in IoT innovation to continue to provide innovative, breakthrough solutions for consumer brands and retailers as well as industrial and logistic segments.

About Smartrac:

Smartrac is a global market leader in RFID products and IoT solutions, providing both ready-made and customized offerings. They make products smart, and enable businesses to digitize, identify, authenticate, track and complement products and solutions. Their portfolio is used in a wide array of applications such as animal identification, automation, automotive, brand experience, industry, library and media management, laundry, logistics, retail, supply chain management and many more. Leveraging their global Research & Development Centers, production and sales network, and IoT-solutions portfolio Smart Cosmos®, Smartrac embed intelligence into physical products, empowering the ecosystem of connected things. Smartrac has its registered headquarters in Amsterdam, the Netherlands. For more details, visit www.smartrac-group.com

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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

smartrac
connect things



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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