



SASKEN

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

November 29, 2018

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 strengthens its Automotive business with the appointment of Calvin Nichols as VP and Head, Automotive Business

Ref: Scrip Code 532663/ SASKEN

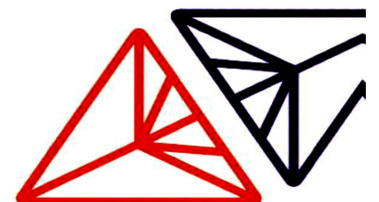
Please find enclosed a Press Release bearing the title 'Sasken strengthens its Automotive business with the appointment of Calvin Nichols as VP and Head, Automotive Business', being released to media today.

Thanking you,

Yours faithfully
For Sasken Technologies Limited

Paawan Bhargava
Assistant Company Secretary

Encl: as above





SASKEN

Sasken strengthens its Automotive business with the appointment of Calvin Nichols as VP and Head, Automotive Business

Bengaluru, November 29, 2018 – 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 appointed Calvin Nichols as VP and Head of its Automotive Business to lead the company's efforts in the Automotive segment.

Calvin has over 25 years of diverse automotive experience having served in roles at Denso, Ford Motor Company, Visteon, Panasonic, BASF, Clarion, and Cohda Wireless in functions such as engineering, sales, marketing, and strategy. Most recently, Calvin was the Head of Sales and Business Development at Veniam – an automotive networking start-up.

Welcoming Calvin into the organization, Hari Haran, President - Global Sales, Marketing and Business Lines, said, "For over two decades, Sasken has demonstrated great leadership and expertise as an Automotive service provider and is a preferred partner to several global leaders. In our efforts to expand our reach in this segment, we are pleased to welcome Calvin who will help us accelerate our growth trajectory. He brings the right blend of commercial, strategy, and technical skills to lead the Automotive Business at Sasken."

In his role, Calvin will focus on creating growth through services and software in the areas of Telematics, IVI, ADAS, and Connected and Autonomous Vehicles.

Commenting on his appointment at Sasken, Calvin Nichols, VP and Head, Automotive Business, said, "Software is becoming a key differentiator in automobiles, especially in the Autonomous Car and Infotainment areas. Sasken has established itself as a global expert in this space and I am excited to join the team at a time when this segment has tremendous opportunities on offer. I look forward to delivering strategic value and compelling proposition to our customers in the Automotive space."

Calvin holds a Postgraduate degree in Business from the University of Notre Dame, an MBA from Eastern Michigan University, and a Bachelor in Mechanical Engineering from the University of Toledo.

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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