

Sasken Expands Offerings into Automotive Space

Bangalore, 10th Jan 2012 - Sasken Communication Technologies Limited (BSE: 532663 & NSE: SASKEN), has maintained pole position in the communication technology space for over 20 years. The company is now actively expanding its area of work into newer industries such as automotive, retail, security and healthcare. As part of this effort, it organized its first Automotive Customer Advisory Council Event during November 2011.

The Automotive Customer Advisory Council Meeting was hosted, based on Sasken's aim to connect people in the industry and share ideas and experiences on how all stakeholders can capitalize and grow in the present and future scenarios. The council was represented by various leading organizations in the automotive ecosystem.

The event was themed, **Trends & Opportunities: In-Vehicle Connectivity and Infotainment**. The choice of theme was driven by the fact that the fast paced growth of the industry, coupled with changing in-car consumer needs, is leading to the emergence of new trends in the auto industry. It presents opportunities in various capacities, for the entire ecosystem.

The following Panelists were present during the event:

Dr. V Sumantran Vice Chairman, Ashok Leyland Ltd.
Mr. Vijay Ratnaparkhe MD, Robert Bosch Engineering and Business Solutions Ltd.
Mr. Vinay Shenoy MD, Infineon India
Mr. Ashok Chandak Sr. Director- Global Sales & Marketing, NXP India
Mr. Jayendra Parikh, Executive Director – Advanced Engineering, Ashok Leyland Ltd.

Keynote speakers gave their insights into the industry, trends and opportunities. It was followed by a panel discussion where related challenges and opportunities were discussed in depth, followed by a Question & Answer session open to the audience.

"Events such as these are essential for the industry as a whole. It presents not only a platform where stakeholders capture vital trends and best practices, but can play the role of a catalyst for collaboration across the ecosystem. This initiative by Sasken is a step in the right direction for the Indian auto-infotainment industry", said Dr. V Sumantran, Vice Chairman, Ashok Leyland Ltd.

"In organizing the Customer Advisory Council meeting, Sasken has hit upon a very creative way of enabling collaboration and cross-fertilization of ideas among the key players in the automotive sector. It was a delight to see industry veterans share insights and articulate the key challenges and opportunities in the sector", said Dr. Swami Manohar, Managing Director, Limberlink. Dr. Manohar moderated the panel discussion during the event.

"Sasken remains committed to the auto segment. We believe that connectivity and multimedia technologies are coming together to create very interesting solutions and services to customers in the auto segment. The rate of innovation in this space is also high. Sasken is making several investments in this segment. One such investment is the CAC. Such a forum will give us insights and





a networking platform and make us better equipped to serve this ecosystem”, said Rajesh Rao, Senior Vice President & Head of Sales, Sasken Communication Technologies Limited.

Any organization that would like to take part in our next Automotive Customer Advisory Council Meet, can contact **Nimish Cherian** at +91 80 3981 3221 or write to him at nimish.cherian@sasken.com

About Sasken

Sasken Communication Technologies Limited (BSE: 532663 & NSE: SASKEN) is an embedded communications solutions company that helps businesses across the communication value chain accelerate product development life cycles.

Sasken offers a unique combination of research and development consultancy, wireless software products, software services and network engineering services, and works with Network OEMs, Semiconductor Vendors, Terminal Device OEMs and Operators across the world. Global Fortune 500 and Tier 1 companies in these segments are part of Sasken's customer profile.

Established in 1989, Sasken employs over 3,500 people at its offices in India, China, Finland, Japan, Korea, UK and USA. For further information please visit www.sasken.com

Disclaimer on Forward Looking Statements:

Certain statements in this release concerning our future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements due to risks or uncertainties associated with our expectations with respect to, but not limited to, our ability to successfully implement our strategy and our growth and expansion plans, technological changes, our exposure to market risks, general economic and political conditions in India which have an impact on our business activities or investments, changes in the laws and regulations that apply to the Indian IT services industry, including with respect to tax incentives and export benefits, adverse changes in foreign laws, including those relating to outsourcing and immigration, increasing competition in and the conditions of the Indian and global IT services industry, the prices we are able to obtain for our services, wage levels in India for IT professionals, the loss of significant customers the monetary and interest policies of India, inflation, deflation, unanticipated turbulence in interest rates, foreign exchange rates, equity prices or other rates or prices, the performance of the financial markets in India and globally, changes in domestic and foreign laws, regulations and taxes and changes in competition in the information technology/ telecommunication industries. Additional risks that could affect our future operating results are more fully described in our Red herring filing. The company does not undertake to update any forward-looking statement that may be made from time to time by or on behalf of the Company.

Media Contact:

Syed Shahid Mehdi
Senior Manager, Marketing & Corporate Communications
Email : pr@sasken.com
Tel : +91 80 39893222
Fax : +91 80 39813329

