



BSE Ltd.  
Dept of Corporate Services  
PJ Towers  
Dalal Street  
Mumbai 400 001

December 10, 2012.

National Stock Exchange of India Ltd.  
Exchange Plaza,  
Bandra - Kurla Complex,  
Bandra (E),  
Mumbai - 400 051

By Email / Courier

Dear Sirs,

Scrip Code 532663 / SASKEN

Sub: Press Release - New Technology Trends demonstrated at Sasken's KenTechFest, 2012

Please find enclosed a Press Release bearing the title:

"New Technology Trends demonstrated at Sasken's KenTechFest, 2012" which is being released to the media today.

Thanking you,

Yours faithfully  
For Sasken Communication Technologies Ltd.

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S. Prasad  
Company Secretary

Encl.

## **New Technology Trends demonstrated at Sasken's KenTechFest, 2012**

**Bangalore, December 10, 2012** - Sasken Communication Technologies Limited (BSE: 532663 & NSE: SASKEN), a leading embedded communications solutions company just concluded an exposition of several new experiences in the areas of wireless communications, enterprise mobility, smart devices, healthcare and automotive electronics. The event reiterated Sasken's ability to connect the dots in the entire communication ecosystem and leverage its core expertise in several areas where mobility and connectivity are increasingly becoming the focal point. Sasken is currently engaged with over hundred global customers in these areas, therefore rapidly expanding its footprint.

**Mr. Swami Krishnan, VP and Head, Marketing of Sasken said,** "R&D has always been Sasken's biggest strength; we're leveraging this competence to build solutions for tomorrow. We showcased some of them at this edition of KenTechFest and it has garnered tremendous interest and traction from our customers".

The technology experience at the event was categorized under the following four clusters – LTE, Smart Devices, Automotive Electronics and Enterprise Mobility. The products showcased included Sasken's Rear-seat Entertainment solution and Driver-assistance solution which are today deployed in tier-1 auto brands in major markets worldwide. "The infotainment system is today a key focus in the automotive design process. This means it is a priority for OEMs to deliver differentiated features in cars. We at Sasken understand this and have worked on solutions which will help the OEM provide superior infotainment solutions to their customers", **added Mr. Krishnan.**

In the Healthcare segment, the Remote ICU Monitoring solution showcased how specialists can cater to a larger set of patients without being confined by geographic boundaries. Some other popular solutions on exhibit were the Retail and Loyalty solution and set-top box solution for both mass and premium markets.

In the Smart Devices segment, Sasken showcased its vast capability in the Android space. The company has been associated with Android ever since it's inception - from Cupcake to Jellybean. This has since been translating into engagements on all leading silicon platforms on which Android devices are built. Today, Sasken works with four of the top five device OEMs. KenTechFest also featured Sasken developed solutions in the wireless space, another area in which it has shown leadership over the last two decades. Solutions experienced at the event included designs for pico to macro base stations, integration of traditional PBX with IP networks and solutions for customer experience management.

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This edition of KenTechFest was a grand success and was held over three days. The first day had over 50 customers from all over India and the globe visiting. Several expressed high levels of interest in widening their current engagements with Sasken. The second day was open for employees and the third day saw hundreds of engineering students arrive at the venue. Said Mr. Rajiv Mody, Chairman and CEO of Sasken, "Innovation, being part of our DNA is what drove us to conceptualize an event like KenTechFest. It is an opportunity for customers, prospects and everyone else to experience the breadth of our expertise in embedded communications and how we are leveraging the same to make a difference in newer areas in technology. We are very happy with the response and looking forward to hosting KenTechFest again soon."

### About Sasken

Sasken ([www.sasken.com](http://www.sasken.com)) is an embedded communications solutions company that helps businesses across the communication value chain accelerates product development life cycles. Sasken offers a unique combination of R&D Consultancy, Wireless Software products, Solutions & Services for Consumer Electronics & Network Engineering Services and works with Network OEMs, Semiconductor Vendors, Terminal Device OEMs, Consumer Electronics OEMs and Operators across the world. Global Fortune **500 and Tier 1 companies in these segments are part of Sasken's customer profile.**

### Media Contacts:

|                  |                                        |            |                              |
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