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

30th October, 2013

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

By Courier & Email

Dear Sirs,

Scrip Code 532663 / SASKEN

Sub: Press Release - Swami Krishnan, Chief Marketing Officer, Sasken bags "50 Most Talented CMO's of India" Award

Please find enclosed a Press Release bearing the title - Swami Krishnan, Chief Marketing Officer, Sasken bags "50 Most Talented CMO's of India" Award

which is being released to the media today.

Thanking you,

Yours faithfully
For Sasken Communication Technologies Ltd.

S. Prasad
Company Secretary & Compliance Officer

Encl.

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Swami Krishnan, Chief Marketing Officer, Sasken bags **'50 Most Talented CMO's of India'** Award

Bangalore, 30th October, 2013 – Sasken Communication Technologies Limited (BSE: 532663 & NSE: SASKEN) is proud to announce that Swami Krishnan, its Chief Marketing Officer has been named one of India's 50 Most Talented CMO's instituted by 'The Chief Marketing Officer (CMO) Council', India along with the World Brand Council.

The criteria adopted in choosing winners for the 50 Most Talented CMO's of India' Award is a rigorous one including Strategic Perspective, Future Orientation, Track Record, Compliance, Integrity and Ethics, Ability to foster Sustainability and Marketing Competencies.

"Hearty congratulations to Swami for being chosen among the '50 Most Talented CMO's of India' by The CMO Council, India and World Brand Congress. The award followed intense and rigorous research on his extraordinary work, strategic perspective and track record of achievements among other competencies. The jury comprised of senior leaders, researchers and academicians from across the globe. I would like to wish Swami and his team a fruitful year ahead with greater marketing success and laurels", said **Dr. R L Bhatia, Jury member and Founder, World CSR Day.**

The selection process for this award is a stringent one, conducted by a jury consisting of senior leaders, researchers and academicians in industry leading bodies such as The Times of India Group, World CSR Day, Thought Leaders International, CMO Asia, Amrop India and Foundation of Liberal and Management Education and so on.

Swami Krishnan, Chief marketing Officer, Sasken said, "It is an absolute honour to be felicitated the '50 Most Talented CMO's of India' Award. Thanks to The CMO Council, India for singling out fine Marketing talent from the country; initiatives like this spur young Marketing professionals to make a larger impact. While I accept this award with utmost humility, I am acutely aware that this would not have been possible without the untiring efforts and dedication demonstrated by my team.

30 Oct 2013

SASKEN COMMUNICATION TECHNOLOGIES LTD.

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Sasken has carved a niche in being an admired technology brand; one that has the pride of association with the best of customers and innovative minds in the embedded engineering space. Marketing at Sasken continues to explore innovative ways to communicate its brand values by embarking on prudent and novel initiatives.

About Sasken: Sasken is an embedded communications solutions company, that helps businesses across the communications value chain accelerate product development life cycles.

Sasken offers a unique combination of research and development consultancy, wireless software products and software 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.

About The Chief Marketing Officer (CMO) Council: The Chief Marketing Officer (CMO) Council is the only global network of executives specifically dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior corporate marketing leaders and brand decision-makers across a wide range of global industries.

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30 Oct 2013.

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