

Sasken successfully hosts KenTechFest, Summer Edition 2013

Bangalore, August 8, 2013 - Sasken Communication Technologies Limited (BSE: 532663 & NSE: SASKEN), recently concluded KenTechFest, its bi-annual technology event. KenTechFest Summer Edition 2013, themed 'The Digital Life' took invitees through solutions that Sasken has built in conjunction with its customers over the last two quarters. The solutions showcased at the event spanned those that seamlessly shape lives - at home, at the mall, at the healthcare centre and at the workplace; a testimony to Sasken's ability to successfully service diverse industries, from handset OEMs, Semiconductors to Automotive, Retail and Mobility. This reiterates the success of Sasken's strategy to make headway into adjacent industries.

KenTechFest this time hosted over 65 customers over two days. **Mr. Swami Krishnan, VP and Head, Marketing, Sasken Communication Technologies** said, "KenTechFest, as always, has garnered tremendous interest and traction from our customers. We are proud of the work we do in partnership with them and events such as these are especially hosted to reaffirm the confidence that customers have in us".

The technology experiences at the event were categorized under the following five clusters – At Home, On the Go, At the Workplace, At the Healthcare Centre and the Fea(u)ture shop.

Products showcased included Sasken's solution based on Augmented Reality that is today changing the way brands engage with their consumers. Also featured was Sasken's DLNA solution that demonstrated how seamless sharing can be enabled among family members using multiple devices. The On the Go cluster featured Sasken's Ken-Fi, a mobile wireless router that enables multiple users to share single or multiple mobile broadband connection. Under the Healthcare umbrella, was demonstrated, Sasken's Patient Assessment Application. This solution helps administer and record patient reported outcomes. The application features customized UI and for patients and clinicians, both. Patients may log in to respond to assessment, while medical authorities may access assessment and trend reports. Sasken's solution in Rich Communication Suite garnered much interest. It demonstrates how subscribers can experience



more value in their mobile interactions; that mobile communications are no longer limited voice calls, text messages and use of the internet, all in isolation. Also showcased was our Emergency Response Application that provides location services within an indoor premise. The Fea(u)ture Phone Shop cluster too has several thought provoking solutions showcased, including one that demonstrated how a user can now port new operating systems like Tizen and B2G onto development boards and enable several functional aspects of the phone. Sasken's team was able to port B2G on a commercially available phone and demonstrate full functionality. The team ported the latest release of Jelly Bean and demonstrated new features that were added on this release.

This edition of KenTechFest, held over two days, was a grand success. A total of 16 interesting solutions were demonstrated at KenTechFest, Summer Edition 2013 and Sasken's top customers visited them at their Headquarters in Bangalore. Several expressed high levels of interest in widening their current engagements with Sasken.

Said **Nagamani Murthy, Senior Vice President, Global Delivery**, Sasken Communication Technologies, "It was a delight to host KenTechFest. We had an overwhelming number of footfalls at our premise on the day. It gave everyone an opportunity to experience the breadth and depth of our expertise in the digital, connected and enterprise applications arena. It also gave us a platform to demonstrate our continued investments in upcoming technologies for better value to each of our customers. We are utterly happy with the response and looking forward to hosting the winter edition of KenTechFest soon."

For more information about KenTechFest, visit: www.sasken.com/kentechfest

About Sasken

Sasken (www.sasken.com) is an R&D Technology Solutions company that helps businesses across the Communication and Consumer value chain accelerate 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.

Backed by ISO 9001, TL 9000 & BS7799 certifications, Sasken is driven by strong emphasis on quality. Sasken today works with 4 of the top 5 network equipment manufacturers, 5 of the top 10 terminal device manufacturers, 6 of the top 10 semiconductor manufacturers and 2 of top 10 operators.

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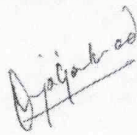
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A handwritten signature in blue ink, appearing to read "Syed Shahid Mehdi".