



SASKEN

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

September 20, 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 becomes a member of the American Public Transportation Association.

Ref: Scrip Code 532663/ SASKEN

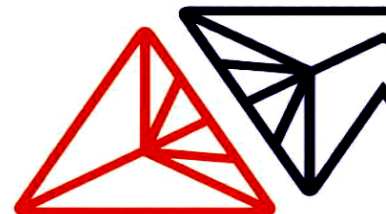
Please find enclosed a Press Release bearing the title 'Sasken becomes a member of the American Public Transportation Association', being released to media today.

Thanking you,

Yours faithfully
For Sasken Technologies Limited

S. Prasad
Associate Vice President & Company Secretary

Encl. as above





Sasken becomes a member of the American Public Transportation Association

Membership enables Sasken to further add value to customers in the transportation space in providing efficient solutions and superior customer experience through Digital enablement

Bengaluru, September 20, 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 become a member of the American Public Transportation Association (APTA). With this membership, Sasken aims to grow its footprint in delivering world-class Digital services to product and service providers in the American Public Transportation space.

Transit agencies worldwide are facing an increasing demand for multi-modal transport from consumers for journey planning and seamless travel. This is fuelling the need for public transportation operators/agencies to look for new ways of driving efficiencies by making operations more intelligent with Machine Learning on sensor data across predictive maintenance, transit scheduling, and traffic management.

“For the past 30 years, Sasken has been enabling the world's leading companies to create value through innovative uses of technology. Sasken Digital's services are built around delivering custom-built scalable and reliable next-gen digital solutions,” said Raman Sapra, Executive Vice President and General Manager-Digital, Sasken. “We are very excited to become members of APTA. Today, digital natives are looking for superior travel experience through omnichannel interaction, single payment interface, contactless travel, and integration to social media. We aim to enable enterprises in the Transportation Industry to create new business models, deliver better customer service & achieve operational efficiency by leveraging our digital transformation services and solutions.”

APTA is a non-profit international association of 1,500 public and private sector organizations representing a USD 68 billion public transportation industry. “APTA is pleased to welcome Sasken as a member of North America’s premier public transportation association,” said Paul P Skoutelas, APTA President and CEO. “The company’s international experience in intelligent transportation technology will be valuable for the public transportation industry. In addition, Sasken will also benefit from their affiliation with APTA.”

Sasken will be exhibiting at booth #208 during APTA’s 2018 annual meeting scheduled from September 23 to 26 at the Music City Center, Nashville, Tennessee, USA.

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 details, visit www.sasken.com





About American Public Transportation Association (APTA):

APTA is a non-profit international association of 1,500 public and private sector organization which represent a USD 68 billion industry that directly employs 420,000 people and supports millions of private sector jobs. APTA members are engaged in the areas of bus, para-transit, light rail, commuter rail, subways, waterborne services, and intercity and high-speed passenger rail. This includes: transit systems; planning, design, construction, and finance firms; product and service providers; academic institutions; transit associations and state departments of transportation. APTA is the only association in North America that represents all modes of public transportation. APTA members serve the public interest by providing safe, efficient, and economical transit services and products. For details, visit www.apta.com

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