



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

January 8, 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: Zinnov ranks Sasken in the Leadership Zone for Semiconductor and Telecommunication verticals.  
Ref: Scrip Code 532663/ SASKEN

Please find enclosed a Press Release bearing the title 'Zinnov ranks Sasken in the Leadership Zone for Semiconductor and Telecommunication verticals', being released to media today i.e. January 8, 2018.

Thanking you,

Yours faithfully  
For Sasken Technologies Limited

S. Prasad  
Associate Vice President & Company Secretary

Encl. as above

## **Zinnov ranks Sasken in the Leadership Zone for Semiconductor and Telecommunication verticals**

*Sasken ranked in the Established and Niche zone overall in the Zinnov Zones 2017 – Product Engineering Services*

**Bengaluru, January 08, 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 been positioned in the Established and Niche zone overall in the Zinnov Zones 2017 – Product Engineering Services (PES).

Zinnov Zones for PES is an annual rating from Zinnov for global technology service providers to assess their prowess in Engineering R&D Services. For the third time in a row, Zinnov has ranked Sasken in the Leadership Zone for the Semiconductor and Telecommunication categories. Sasken also features in the Execution Zone for Automotive, Consumer Electronics, and Industrial Automation categories.

Sasken's silicon DNA backed by a comprehensive set of embedded offerings, has helped both silicon vendors and product companies accelerate time-to-market and optimally manage product lifecycles. From ADSL (asymmetric digital subscriber line) to 5G, Sasken has been making significant contributions in the communication space.

Today, Sasken is serving over 100 customers to build their flagship products that include LTE-based satellite terminals and solutions for the Connected and Autonomous car (V2X, ADAS and infotainment). Sasken is enabling its industrial customers to develop next-gen products for their smart factories. Sasken is also investing in accelerating 5G deployment that will make V2X connectivity, digitizing factory floor, and automated driving possible.

Hari Haran, President - Global Sales, Marketing, and Business Lines at Sasken, said, "We see a whole new world unfolding in front of us where new services are getting launched every day. The key drivers that are making this difference are advances in silicon, embedded systems, cloud computing, and cognitive technologies. We are enabling our customers to create cutting-edge products and are working with them to build cognitive technologies that help define the world of tomorrow."

Sidhant Rastogi, Partner & Practice Head at Zinnov said, "The company's deep expertise in embedded technologies helped them become a differentiated company significantly across Semiconductor, Telecom, and Automotive verticals. Sasken through its deep-rooted communication and multimedia background is enabling next-gen technologies such as cellular V2X and vision-based ADAS solutions for the autonomous car. In the 5G space, Sasken is building solutions and also investing heavily in technologies such as blockchain, artificial intelligence, and machine learning."

*Tapasya Datta Harurda*



**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 Retail industries. With over 28 years in Product Engineering and Digital Transformation and 70+ patents, Sasken has transformed the businesses of over a 100 Fortune 500 companies, powering over a billion devices through its services and IP. For more details, visit [www.sasken.com](http://www.sasken.com)

**About Zinnov Zones:**

“Zinnov Zones 2017 – Product Engineering Services” rates 40+ service providers on their product engineering prowess. Service providers are assessed based on multiple dimensions such as spread and maturity of delivery and services capabilities, scalability, growth rate, financials, innovation & IP, ecosystem linkages and feedback from enterprise buyers. For additional details, please visit: <http://zinnovzones.com/Product-Engineering-Services>

**About Zinnov:**

Zinnov was founded in 2002, with presence in Bangalore, Gurgaon, Silicon Valley, and Houston. Since its inception, Zinnov has built in-depth expertise in Product Engineering and Digital Transformation. With a strong foundation in Research and Strategy Consulting they enable their clients to accelerate growth and create efficiencies through innovation, productivity, technology, networked economies and cost savings. They work with clients in the Software, Automotive, Telecom & Networking, Consumer Electronics, Storage, Healthcare, Financial Services & Retail, Semiconductor verticals in US, Europe, Japan & India. For media queries, please contact Nitika Goel at [media@zinnov.com](mailto:media@zinnov.com)

**Sasken Media Contact:**

Jayshri Goswami

Email: [Jayshri.Goswami@bm.com](mailto:Jayshri.Goswami@bm.com)

Phone: +91 80 4417 4501

*Tapaya Nitin Naranda*

