

May 11, 2015

INTELLECT/SEC/2015-16

1. **The National Stock Exchange of India Ltd.,**
Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.
2. **The Bombay Stock Exchange Ltd.**
1st Floor, New Trade Ring, Rotunda Building, PJ Towers,
Dalal Street, Fort, Mumbai – 400 001.

Dear Sirs,

Sub: **Media Release** – Reg

Please find enclosed herewith a copy of proposed Media Release dated May 11, 2015
titled as 'Intellect wins 12th successive 'Innovative Product' award for Octopus'

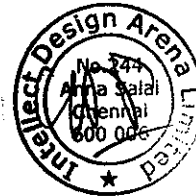
Kindly take the above information on record.

Thanking you,
for **Intellect Design Arena Limited**
(formerly known as Fin Tech Grid Limited)


V.V.Naresh

Vice President-Company Secretary and Compliance Officer

Encl : As Above



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Intellect wins 12th successive 'Innovative Product' award for Octopus

Lauded as 'Year's Credible Innovative Product' at TECHNOVITI 2015

Only enterprise social platform in fostering enterprise efficiency with integrated project management, knowledge management and employee engagement

Chennai (India), May 11, 2015: Intellect Design Arena Limited, the world's first full-spectrum banking and insurance products company for the digital age, won the 12th successive award for its innovative Enterprise Social Networking platform, Octopus. Intellect Octopus lauded as **'Year's Most Credible Innovative Product'** at TECHNOVITI 2015. Octopus is the only enterprise platform which engages people and centralizes knowledge, management & processes resulting in an efficient enterprise. The highly successful social networking solution with over 10,000 users in the corporate environment acts as a catalyst for social networking that increases workplace productivity and accelerates business growth.

An annual event by Banking Frontiers & Greyhound Research, TECHNOVITI is a platform that recognizes and facilitates innovative products for enterprises. The award was presented by Rajesh Agarwal - IAS, Principal Secretary (IT), Govt. of Maharashtra to the Intellect team.

Octopus is an Enterprise Social Network platform with several social applications uniquely woven to foster collaboration, transparency and exchange of information at the workplace. Its functionality can be extended with modular apps to enable seamless social networking and collaboration within the organization. It provides functionalities, including public, private and team-based collaboration, with ability to disseminate information to the public, social team rooms and management, apart from tracking and maintaining an artifact repository for projects, customer accounts, pre-sales and business leaderships.

Commenting on the award, Shashi Mohan, CTO & CIO, Intellect Design Arena Ltd. said, "We are delighted to receive this award in recognition of our innovation in developing an Enterprise Social Network that will redefine how organizations function. For Octopus is a next generation social platform designed to eliminate the traditional emailing system. It enables an 'open kitchen' culture to engage, empower and encourage employees to centralize knowledge sharing, management & processes in real time with transparency within the enterprise. The key feature of the product are the 'social connectors', that enable the management to stay engaged with employees while ensuring there is central oversight on projects. Social networks have largely been outside the workplace, but thanks to Octopus, today it can be a reality within enterprises to unlock the power of collaborative networking."

A study conducted among Polaris and Intellect employees shows that, with Octopus, internal e-mail usage went down by 98% and the number of mailing groups went down by 100%. This is because Intellect has extended enterprise social collaboration to include project management activities such as collaboration in real time between teams spread across geographies. The 'social connectors' enable continuous engagement and documentation of projects; 'social team rooms' help disseminate information to team members; and newly recruited team members have access to all information- helping reduce ramp-up time with seamless and effective on-

boarding.

Using Octopus, teams can manage project deliveries, customer related interactions, knowledge-sharing, online collaboration and employee engagements across the organization – a transformation that increases total enterprise productivity. Social networking, social learning, digital experiences and knowledge management tools based on an open cloud-based, mobile architecture make Octopus an innovation that will transform the way an enterprise operates in future.

About Intellect Design Arena Ltd.

Intellect Design Arena Ltd, a Polaris Group company, is the world's first full-spectrum banking products company with rich Intellectual Property developed over 25 years of deep banking domain experience, and the FT 8012 Design Centre, the world's first design centre for financial technologies. Intellect's products are built on the iDigital Platform with a range of products across:

- **Global Consumer Banking (iGCB)** : Core Banking; Loan Servicing; Debt Management; Loan Origination; Collateral & Limit Management; Wealth; Financial Advisor; Cards; Omnichannel; Payments
- **Risk & Treasury Management (iRTM)** : One Treasury; Basel III with Zf Risk Visualisation; Brokerage; Mutual Fund Exchange; Custody
- **Global Transaction Banking (iGTB)** : Corporate Banking Exchange; Customer Onboarding; Payments Services Hub; Receivables Management; Cash Management; Liquidity Management; Funds Control; Trade Finance; Supply Chain Finance; Treasury
- **Insurance (intellectSEEC)** : Distribution (Agent Workspace; Service & Distribution Exchange; Customer Distribution Exchange); Underwriting (Underwriting Workstation); Claims (Claims; Life Claims in the Cloud); Business Apps (Needs Analysis; Quote; e-App; Product Configurator); Business Component Software (Business Component)

The Intellect iDigital Platform and suite of specialist products addresses the needs of financial institutions in varying stages of technology adoption and intelligent integration of legacy systems. And enables progressive digital transformation of banks for ever greater operational efficiencies, while being relevant and available across all forms of engagement: whether mobile, tablets or laptops. At the heart of this digital transformation that Intellect enables are the Operations Hubs for banking processes, and the Apps Vault for customer engagement and experience.

Intellect generates annual revenues of over Rs.550 Crore from product installations in 30 countries across 200 customers. The company's performance is driven by over 3,000 Intellect solution architects, domain and technology experts, with a presence in major global financial hubs around the world. For further information on the organization and its solutions, please visit <http://www.intellectdesign.com/>

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