

Intellect/SEC/2016-17

July 27, 2016

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 – “Intellect launches OneMARKETS a comprehensive product for Securities Trading and Asset Services” - Reg

Please find enclosed a copy of proposed Media Release dated July 27, 2016 titled as “Intellect launches OneMARKETS a comprehensive product for Securities Trading and Asset Services”.

We request you to kindly take the above information on record.

Thanking you,

Yours truly,
For Intellect Design Arena Limited


V V Naresh
Company Secretary and Compliance Officer
Encl: as above



Intellect Design Arena Limited

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CIN No. L72900TN2011PLC080183

Intellect launches OneMARKETS a comprehensive product for Securities Trading and Asset Services

Addresses the three key dimensions required for the Securities Trading & Asset Services Industry:

Speed, Single consolidated View to Customer and Straight-Through-Processing

MUMBAI, INDIA – 27th July, 2016: Intellect Design Arena Limited, (BSE: 538835 | NSE: INTELLECT), a specialist in enabling true digital transformations across banking, insurance and capital markets, today announced the launch of **Intellect OneMARKETS**, an end-to-end integrated 360-degree platform, encompassing the complete spectrum of Securities Trading and Asset Services. The advanced comprehensive platform will provide financial institutions with three key advantages that are the need of the hour: Speed, Single Integrated View and Straight-Through-Processing.

Intellect OneMARKETS is a unique model for the new business realities in the Securities Services ecosystem. It is the only end-to-end integrated platform to be provided by any technology player. The platform supports Direct Market Access (DMA), covers the full investment life-cycle and enables high-speed execution across a variety of asset classes and market segments through seamless interfaces to a variety of market infrastructure providers. It ensures regulatory compliance in different jurisdictions, supports multi-lingual reporting and flexible billing as well as provides value-added services like Securities Lending and Collateral Management. Its robust, scalable platform leverages digitization to facilitate Straight Through Processing (STP) and improve overall operational efficiency by 15%, thereby minimizing pre-trade and post-trade operational risks.

The product suite comprises of twelve modules designed to cater to the complex business and regulatory needs of Asset Management firms, Portfolio Management firms, Fund Managers and Custodians. It provides a consistent omni-channel experience across devices (mobiles, tablets, laptops and desktops), facilitates end-customer access by enabling initiation of orders across asset classes as well as providing a real-time view of positions, corporate actions, market rates, market news and research. The platform digitizes asset servicing functions across front, middle and back offices by using appropriate data exchange formats, enabling businesses to launch new products faster in the market.

Key product benefits:

1. Provides a robust distribution channel for multiple fund houses
2. Provides self-service facilities to clients, including the flexibility to generate customised reports
3. Enables real-time customer notifications
4. Reduces reliance on email and physical reports

*Commenting on the launch, **Kedarnath Udiyavar, Business Head - OneMARKETS, Intellect Design Arena said**, "Market participants are compelled to keep pace with increasing digitization of an evolving 'customer centric' market. Current investment imperatives have accelerated the need for a robust and scalable technology to address the competitive market and changing regulatory requirements. Intellect OneMARKETS is a highly adaptable and scalable product that seamlessly fits into the customer's technology landscape. The product addresses the 3 key customer expectations – Speed, Single Consolidated view across asset classes & market segments and Straight Through Processing. Our product is equipped to facilitate faster clearing and settlement through a unique 'Securities Market Ready Technology' (SMART)."*

"The only way for investment advisors and Portfolio Management firms to increase their share of the investors' wallets and their own market share is to run the business on an end-to-end integrated digital platform that is scalable and enables access to real-time information on investments and markets."

"In the advancing digital chaos in the Fintech space, a robust technology solution is vital for the creation of highly responsive and continually innovative business operations. At Intellect R&D labs we have been striving towards designing products that can handle the change. Our R&D team continuously works on latest technologies like Digital 360, Natural Language Processing, Artificial Intelligence, Big Data and Smart Search technologies to integrate and build solutions leveraging the strength around these with our Products. OneMARKETS is the fifth launch from the Intellect R&D centre. With this integrated platform, we are confident of helping our clients to reap substantial benefits", said Arun Jain, Chairman and Managing Director, Intellect Design Arena.

Intellect has combined a few modules to come up with two unique offerings; viz., Intellect **iPMS**, an integrated Portfolio Management System that addresses the needs of Portfolio Management firms and Intellect **Fund Custody**, which caters to Fund Custodians.

iPMS is targeted at the new breed of Portfolio Management firms that serve the full spectrum of customers - Institutional, Retail and High Net Worth Individuals (HNIs) - and manage portfolios covering all asset classes, including traditional investments, alternative investments and insurance.

Intellect Fund Custody is a one of its kind offering for Custodians, who extend their services to cover Fund Accounting and Transfer Agency services for Fund Houses and Portfolio Management Schemes. It helps improve operational efficiency by eliminating redundant processes across Custody, Fund Accounting and Transfer Agency. More importantly, it eliminates the need to maintain multiple back-office systems with the accompanying challenges of interfacing and reconciliation and reduces the total cost of ownership.

As one of the pioneers among global financial technology providers, Intellect will continue to expand its product portfolio by aiming to solve some of the world's tough problems in the business of managing money.

About Intellect Design Arena Limited

Intellect Design Arena Ltd., a specialist in applying true Digital Technologies, is the world's first full spectrum Banking and Insurance technology products company, across Global Consumer Banking (iGCB), Central Banking, Global Transaction Banking (iGTB), Risk, Treasury and Markets (iRTM) and Insurance (Intellect SEEC). With over 25 years of deep domain expertise, Intellect is the brand, progressive financial institutions rely on for digital transformation.

Intellect pioneered Design Thinking to create cutting-edge products & solutions for Banking and Insurance, with design being the company's key differentiator in enabling transformational initiatives. FT8012, the world's first design centre for Financial Technology, reflects Intellect's commitment to continuous and impactful innovation, addressing the growing need for digital transformation. Intellect generates annual revenues of more than USD 124 million, serving more than 200 customers through offices in 40+ countries and a diverse workforce of more than 4,000 solution architects, domain and technology experts 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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