

Intellect/SEC/2025-26**12th May 2025****1. National Stock Exchange of India Ltd.,**

Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.

Scrip Code:

INTELLECT

2. BSE Ltd.

1st Floor, New Trade Ring, Rotunda Building, PJ Towers,
Dalal Street, Fort, Mumbai – 400 001.

Scrip Code:

538835

Dear Sir,

Sub: Intimation of Purple Fabric Launch Advert Publication in Financial Times, London

[Intellect Design Arena Ltd.](#), a global leader in enterprise-grade financial technology, launched Purple Fabric, the world's first open business impact AI platform, through an advertisement in today's edition of Financial Times, London (May 12th).

The platform is designed to unlock genuine enterprise value from AI by orchestrating knowledge, automating processes through digital expert-based intelligence, and ensuring responsible and compliant AI deployment. Built using 217 technologies, Purple Fabric transforms fragmented enterprise data into AI-ready assets, automates high-volume tasks, and dynamically selects the most suitable AI models for each business use case.

Please find enclosed herewith a copy of "Purple Fabric Launch Advertisement" as featured in Financial Times, London.

Kindly take the above information on record.

Yours truly,
for **Intellect Design Arena Limited**,

V V Naresh
Company Secretary and Compliance Officer
Membership No.: F8248

Encl: As above



Kyiv's battle to stay ahead in the drone war
ANALYSIS, PAGE 8

Making Hollywood great again makes sense
RANA FOROOGHAR, PAGE 25

AI adoption in enterprise is flatlining

Somewhere between ignorance and recklessness, the approach to AI in business defies logic. Valuable enterprise knowledge remains siloed. And then suddenly exposed to multiple LLMs and agents. Boardroom whisperers influence excessive investment on AI platforms at grossly inflated licence fees. Agents deployed have limited functional capabilities and focus on quick win productivity solutions. In-house attempts to build AI capability are largely vanity projects destined to be abandoned in time. Generic copilots, assistants and agents are not enterprise-grade. Lock-ins are stifling. Governance in an AI environment is deeply flawed. LLM benchmarking is suspect, and uncapped usage spend is a steady drain. This is not the intelligent application of AI. It's no wonder the murmuring about lack of business impact is growing louder. It's time to put an end to this. To get enterprise AI right.



Free Foundational AI workshop for functional managers



Register for this unique opportunity and post-workshop invitational offers at www.purplefabric.ai

IntellectAI presents Purple Fabric The world's first open business impact AI platform

Purple Fabric platform for enterprise at zero licence fee, finally democratises AI. Businesses will now have to compete on their core competence and innovation. Not on the size of their technology budgets. With this levelling of the playing field, your path to sustainable, high impact AI adoption is open.

Designed from first principles and forged in zero-waste architecture, Purple Fabric uniquely powers business impact AI aligned to enterprise imperatives.

- Accelerated customer acquisition & growth
- Enhanced customer experience
- Seamless, collaborative product / service mgt
- Integrated innovation lifecycle mgt
- Sustained operations excellence
- Robust, high-performance technology
- Proactive compliance & regulatory mgt
- Active cost-benefits framework financial mgt

The platform integrates the power of Data-as-a-Service with Knowledge-as-a-Service to drive higher productivity and performance of human talent in the enterprise. Purple Fabric already has 65 ready-to-use digital experts to jumpstart enterprise AI initiatives.

Experience the exponential power of the augmented enterprise when AI is harnessed right.

Built on four powerful technology stacks



ENTERPRISE KNOWLEDGE GARDEN
(PF EKG)

ENTERPRISE DIGITAL EXPERTS
(PF EDE)

LLM MODEL OPTIMISATION HUB
(PF MOH)

ENTERPRISE GOVERNANCE
(PF GOVERN)

Conceived and designed for enterprise

- Nurturing valuable enterprise knowledge
- Self-driven design by subject-matter experts
- Verifiable enterprise digital experts
- Managing agent teams with relevant skills, perspective & tools
- 95% and above accuracy for business impact
- Choice of best fit-for-task LLM
- Total ecosystem connect
- Absolute clarity on framework of costs & benefits
- No lock-ins. No bloated tech budgets
- Enhancement of current investments
- Zero licence fee for the entire platform

CONNECT NOW

Purple Fabric free access : pf.access@intellectdesign.com

Partnership enquiries : pf.partners@intellectdesign.com

New York | London | Dubai | Singapore | Sydney | India

Enterprise transformation design partner of choice

For over four decades, global financial institutions have relied on Intellect Design Arena to enable their business transformation. Our platforms and solutions are trusted by over 500 leading and challenger FIs across 57 countries. With over 2 million hours of annual research investment, our enterprise platforms designed on current technologies, provide the mission-critical and highly regulated financial services sector, the ability to innovate and grow with certainty.

intellectAI

www.intellectai.com