

Intellect/SEC/2015-16

November 18, 2015

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,

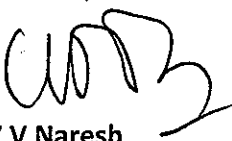
Sub: Media Release – “Intellect SEEC launches Digital Distribution Suite for the UK Life and Pension markets” - Reg

Please find enclosed a copy of proposed Media Release dated November 18, 2015 titled as
“Intellect SEEC launches Digital Distribution Suite for the UK Life and Pension markets”.

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

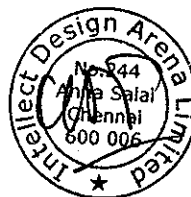
Thanking you,

Yours truly,
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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CIN:L72900TN2011PLC080183

Intellect SEEC launches Digital Distribution Suite for the UK Life and Pension markets

Designed to accelerate digital transformation and deliver an omni-channel user experience

London (UK) and Chennai (India), 18th November, 2015: Intellect SEEC, the insurance software division of Intellect Design Arena Ltd., today announced the launch of its Digital Distribution Suite for the UK Life and Pension markets.

The Digital Distribution suite is designed to strengthen the customer relationship throughout all touch points of the sales and service process, delivering consistent, high quality customer experience irrespective of channel or device. The first end-to-end transformation suite of its kind designed for the UK market comprises of seven business apps that enables insurers to provide innovative customer centric capabilities leading to profitable growth far more quickly and cost effectively than previously possible. Proven to deliver a radical improvement in the key area of customer self service, the new suite also streamlines service centre operations, improves advisor effectiveness, and enables real time collaboration.

Intellect SEEC's innovative approach to technology and the clever modular design allows insurers to choose one or a combinations of capability bundles to match their specific circumstance, enabling them to implement a unique package which delivers immediate and long term ROI.

Commenting on the launch of Digital Distribution Suite, **Pranav Pasricha, CEO, Intellect SEEC, Intellect Design Arena Ltd.**, stated, "Innovative digital transformation, particularly in the Direct to Consumer (D2C) channel, is imperative for growing profitably. It is a myth that this is too big a problem to solve effectively and in a cost effective manner. Built by industry and technology experts, this suite is designed to do just that."

About Intellect SEEC

Intellect SEEC is one of the world's leading providers of insurance software with an extensive portfolio covering distribution, underwriting and claims from Intellect Design Arena Limited. Intellect SEEC has been developing innovative insurance solutions to lower operating costs and increase premium volumes and margins for the last two decades. Over the last 25 years, the company has built strategic relationships with major insurance carriers in America, Canada, United Kingdom, India and the Far East. Intellect SEEC builds its innovative, low-cost solutions in the firm belief that while the underlying business and technology of insurance are complex, their application should not be. For further information on the organization and its solutions, please visit www.intellectSEEC.com

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