

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.

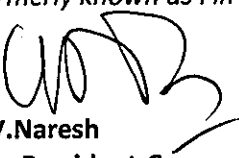
Dear Sirs,

Sub: **Media Release** – Reg

Please find enclosed herewith a copy of proposed Media Release dated March 5, 2015 titled as
"Intellect SEEC launches the most advanced underwriting software for Commercial Insurance".

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



Intellect SEEC launches the most advanced underwriting software for Commercial Insurance

Smarter underwriting accelerated with Intellect Underwriting Workstation

London/New York/ Chicago/ Chennai (India), Mar 05, 2015: Intellect SEEC, the insurance software division of Intellect Design Arena, announced the launch of Intellect Underwriting Workstation (UWX) at NAMIC Commercial Lines Seminar in Chicago, Illinois. UWX enables Commercial Insurance carriers to make better risk selection and pricing decisions while improving efficiency and turnaround time.

UWX offers RISK ANALYTICS that leverages big data to discover hidden risks and provides intelligent inferences about the data, allowing underwriters to find out information that would otherwise not be known. This capability significantly improves risk selection accuracy and pricing. RISK ANALYTICS is offered as a standalone solution (available on the cloud) or as a part of UWX.

UWX delivers 360° view of the account, provides configurable workflows and enables real-time collaboration with experts for improved underwriter productivity and 'first time right' policy issuance. It allows carriers to utilize existing technology and seamlessly integrate with enterprise as well as various third-party systems. By offering a direct-to-customer portal and mobile capabilities, UWX streamlines the process of doing business for underwriters.

Speaking about the launch, **Pranav Pasricha, CEO, Intellect SEEC** said, "Most commercial underwriters still work under a big cloud of ambiguity when assessing risks. Our solution enables them to assess risks much more comprehensively without additional data collection or research and analysis. It collates information pertinent to the type of policy being written in a format that focuses attention on the high risk issues which the underwriter may not have known about otherwise, for example, propensity for moral hazard, bad business practices and other information about the business or its owners. With such powerful insight, we are confident that insurers will be able to see a major improvement in their loss ratios for new business as well as fine tune existing business with precision."

According to **Mitch Wein, Vice President of Research and Consulting at Novarica**, "Pricing and understanding risk are key differentiators for insurers. This must be done effectively, quickly and accurately. Only a modern underwriting workbench, with seamless access to ALL information, can achieve this. Table stakes in this space are workbench access to "big data" in public domains and social media, the latest rating algorithms, product configurator integration, documents, case notes, inspection reports, best practice guidelines, quote history and models. In 2015, this is a must have, not a nice to have."

To learn more about how to use the power of intelligent decision making to effectively underwrite your commercial lines, visit us at www.intellectSEEC.com.

About Intellect SEEC

Intellect SEEC, the insurance software division of Intellect Design Arena (a Polaris group company), is one of the world's leading providers of insurance software with an extensive portfolio covering distribution, underwriting and claims. . 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 on a firm belief that while the underlying business and technology of insurance are complex, their application should not be. Contact us to learn how Intellect SEEC can make a difference for your profitable growth strategy: www.intellectSEEC.com

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