

Intellect/SEC/2014-15

June 01, 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 – Reg**

Please find enclosed herewith a copy of proposed Media Release dated June 01, 2015 titled as '**Intellect wins three awards at the Asian Banker Awards 2015, for Core Banking and Multi-Channel Implementations**'.

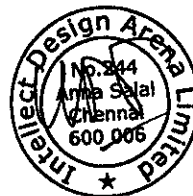
Kindly take the above information on record.

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 Design Arena Limited

Registered Office: Polaris House, 244 Anna Salai, Chennai - 600 006, India | Ph: +91-44-3987 4000, 3984 3400 | Fax: +91-44-2852 3280
Corporate Headquarters: 34 IT Highway, Chennai - 603 103, India | Ph: +91-44-2743 5001, 3987 3000 | Fax: +91-44-2743 5166
www.intellectdesign.com

Intellect wins three awards at the Asian Banker Awards 2015, for Core Banking and Multi-Channel Implementations

*Best Single Country Core Banking Implementation in the Middle East
Best Single Country Core Banking Implementation in Africa
Best Multi-Channel Implementation in the Middle East*

London (UK) and Chennai (India), June 1, 2015: Intellect Design Arena Ltd, a specialist in applying true Digital Technologies across Banking & Insurance, has won three Technology Implementation awards for the year 2015 at *The Asian Banker's 2nd Annual Middle East and Africa Awards*. In the awards ceremony held at the Ritz Carlton, DIFC, Dubai, Intellect's Global Consumer Banking (iGCB) and Global Transaction Banking (iGTB) lines of businesses have won the "Best Single Country Core Banking Implementation" both in the Middle East & Africa and "Best Multi-Channel Implementation in the Middle East" awards respectively.

The prestigious *Asian Banker* Technology Implementation Awards recognise annual achievement and best practice in the implementation of technology in banking operations. Scrutinising the joint role of banks and their IT partners in the development and implementation of game-changing technology projects, the fiercely-competitive awards are judged by a panel of leading practitioners, independent advisors and an international panel of industry experts.

Intellect won '**Best Single Country Core Banking Implementation in the Middle East**' for its implementation at NBAD, Egypt. Intellect replaced the bank's existing infrastructure with a Core Banking System, leveraging the latest technology to provide modern electronic banking services capable of addressing future client demands.

The '**Best Single Country Core Banking Implementation in Africa**' was awarded to Intellect for implementation at Consolidated Bank of Kenya Limited (CBKL). CBKL required not only the replacement of its legacy solutions with a centralised core banking system furnished with a wide range of add-on functionalities, but needed this to be constructed in a scalable manner in order to ensure it could expand alongside the bank's future growth and operational requirements.

The implementation at Ahli Bank, won the '**Best Multi-Channel Implementation in the Middle East**'. Seeking to offer banking services anytime and anywhere, the bank was in need of an advanced electronic offering, an issue addressed in the form of e-channel solutions, Retail Banking Exchange (RBX) and Corporate Banking Exchange (CBX). The solutions provided high level of flexibility for customisation, robust security features and multi-channel banking capabilities.

The key driver that enabled the transformation agenda of these banks is Intellect's digital design philosophy, Digital 360. Through its solutions, Intellect drives the holistic adoption of Digital OUTSIDE (the experience driver) and Digital INSIDE (the operational excellence enabler). The Intellect design philosophy ensures a dramatic shift from disjointed digital activities to strategically aligned digital outcomes. The Asian Banker Awards for the successful



domain and technology experts, with a presence in major global financial hubs around the world. For further information on the organisation and its solutions, please visit <http://www.intellectdesign.com/>

For Media related info, please contact:

Nachu Nagappan

Intellect Design Arena Ltd

Mob: +91 89396 19676

Email: nachu.nagappan@intellectdesign.com

For Investor related info, please contact:

Praveen Malik

Intellect Design Arena Ltd

Mob: +91 89397 82837

Email: praveen.malik@polarisFT.com