

Intellect/SEC/2015-16

July 06, 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 July 06, 2015 titled as '**Tony Cid joins Intellect SEEC as Head of Commercial Insurance**'.

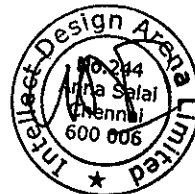
Kindly take the above information on record.

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



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Tony Cid joins Intellect SEEC as Head of Commercial Insurance

Successful Multi National Property & Casualty Insurance leader brings immense experience to the world's specialist of insurance software

New Jersey/ New York/ Chennai (India), July 6th, 2015: Intellect Design Arena Limited, a specialist in applying true Digital Technologies across Banking & Insurance, announced today that Tony Cid, Former Head of US Middle Market, QBE North America, joins Intellect as Head of Commercial Insurance of its Insurance division, Intellect SEEC.

Cid will be responsible for managing Global Sales for Commercial Insurance and will also provide strategic direction to the Product Management group.

Cid brings extensive experience in Property & Casualty with both domestic and multi-national insurers. He has held leadership roles in Underwriting, Distribution, Finance and Operations and has proven expertise in transformations, building and managing successful organizations. He has participated in public offerings and has worked closely with private equity on acquisitions and divestitures.

Commenting on the appointment, **Pranav Pasricha, CEO, Intellect SEEC, Intellect Design Arena**, said, "We are very excited to have Tony on board. His strong domain experience, vision and strategy will definitely invigorate employee culture, improve customer service, establish underwriting and pricing discipline, focus distribution, streamline system infrastructure and increase efficiencies for our clients. With his deep understanding of international insurance market, multi-national underwriting, distribution, reinsurance and enterprise risk management, Tony will play a strategic role to grow our key Commercial Insurance business in the region."

Tony Cid, Head of Commercial Insurance, Intellect SEEC said, "I am very pleased to have the opportunity to lead Intellect SEEC's Commercial Insurance business. With the strong team of dedicated professionals and senior insurance leaders, I look forward to building value and driving profitability by establishing operational excellence and executing multi-faceted business development campaigns designed to improve profit and market share."

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,

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their application should not be. For further information on the organization and its solutions, please visit www.intellectSEEC.com

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