

Intellect/SEC/2015-16

January 6, 2016

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,

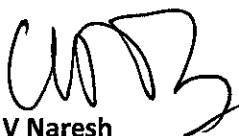
Sub: Media Release – “Intellect’s ESN product UnMail recognised by CeBIT for driving ‘enterprise digital transformation” - Reg

Please find enclosed a copy of proposed Media Release dated January 06, 2016 titled as “Intellect’s ESN product UnMail recognised by CeBIT for driving ‘enterprise digital transformation”.

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

Thanking you,

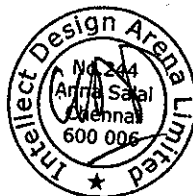
Yours truly,
For **Intellect Design Arena Limited**
(formerly known as Fin Tech Grid Limited)



V V Naresh

Vice President-Company Secretary and Compliance Officer

Encl: as above



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Intellect's ESN product UnMail recognised by CeBIT for driving 'enterprise digital transformation'

13th consecutive 'Innovative Product' award for holistic communication and collaboration across enterprises

Chennai (India), 06th January 2016: Intellect Design Arena Ltd, a specialist in applying true Digital Technologies across Banking & Insurance, received its 13th consecutive award for UnMail, its Enterprise Social Network' (ESN) solution. UnMail was recognized for its innovativeness in enabling digital transformation across enterprises, holistic collaboration and communication. The product was awarded in the 'Start-up and innovation' category at the CeBIT 2015 exhibition held in Bangalore.

CeBIT India conference is one of the world's leading business IT and ICT event, organized by Hannover Milano Fairs India Pvt Ltd (HMFI), the Indian subsidiary of the Global JV Company HMG (Hannover Milano Global). UnMail won the award for highlighting the top three business challenges that Intellect solved by leveraging the ESN solution:

1. Eliminate silos in / across teams. Communicate and collaborate internally, with customers, stakeholders, partners and vendors
2. Access gold copy of all repositories / artifacts online with complete history rather than scattered copies over e-mail, file servers, etc.
3. Bring non-intrusive management / review / audit culture resulting in execution transparency and management efficiency

UnMail is the first of its kind functional Enterprise Social Network that focuses on utilizing human networks to work effectively resulting in an efficient enterprise. Focused on eliminating silos in team or across teams, UnMail acts as a force multiplier to communicate and collaborate internally, with customers, stakeholders, partners and vendors through the Social Rooms feature. It enables social conversations and document sharing with group members, business processes supplemented by Management Information Systems (MIS) from tertiary applications used to manage projects, data, accounts, initiatives and collaboration on a single enterprise platform.

Commenting on the award, Shashi Mohan, EVP, Business Head (UnMail), CTO & CIO Intellect Design Arena Ltd., said, "Enterprise Social Networking (ESN) is the key technology in driving progressive digital transformation across organisations. However, the onus lies with the organisations and its leaders to invest in the right collaborative tools to unleash the power of hyper-connected employees to become agile and digital. UnMail, uses online social conversations, broadcasts and document sharing to replace email based communication, leading to a single source of truth (Gold Copy), complete transparency, better collaboration and therefore improved efficiency and true digital transformation."

UnMail has been implemented in Polaris group of companies for the last two years and they have been able to spot the trend of evolving working techniques enabling better productivity. Around 1.3 million hours of unproductive time (per year) that was spent on email has been freed up towards productive work across 12,000 employees.

About Intellect Design Arena Ltd.

Intellect Design Arena Ltd, a Polaris Group company, a specialist in applying true Digital Technologies across Banking and Insurance technology products company, across global consumer banking (iGCB), Central Banking, Risk & Treasury Management (iRTM), Global Transaction Banking (iGTB) and Insurance (Intellect SEEC).

The holistic adoption of Digital covers Digital OUTSIDE and Digital INSIDE. Built on iDigital, the Intellect Digital OUTSIDE proposition is anchored around Same experiences at all touch points, through a powerful Channel Renovation Platform (Canvas), and the Digital INSIDE proposition is anchored around Lean Operations, through an Operational Consolidation Platform (Hubs).

The Intellect design philosophy, a key differentiator in developing solutions for the transformative agendas of CXOs, ensures a dramatic shift from disjointed digital activities to strategically aligned digital outcomes.

The FT 8012 Design Center, the world's first Design Center for financial technologies, is a physical manifestation of enterprise commitment to design. It powerfully connects dots between Business, Technology and Operations, and accelerates the transformation process for customers. This is where the total Digital 360 journey can be approached, allowing for adoption in a gradual outcome based manner.

Intellect generates annual revenues of over USD 100 million, with product installations in over 200 financial institutions, across 30 countries. The company's performance is driven by over 3,000 Intellect solution architects, domain and technology experts, with a presence in major global financial hubs around the world. For further information on the organization and its solutions, please visit <http://www.intellectdesign.com/>

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