

Intellect/SEC/2015-16

December 23, 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,

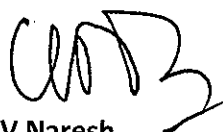
Sub: Media Release – “Tacriler Investment, Turkey chose Intellect Brokerage, Wealth & Treasury, a comprehensive Investment banking product suite” - Reg

Please find enclosed a copy of proposed Media Release dated December 23, 2015 titled as “Tacriler Investment, Turkey chose Intellect Brokerage, Wealth & Treasury, a comprehensive Investment banking product suite”.

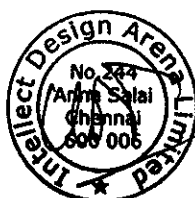
We request you to kindly take the above information on record.

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



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

CIN:L72900TN2011PLC000183

Sydney • Tokyo • Hong Kong • Singapore • Mumbai • Dubai • London • New York • Toronto

Tacirler Investment, Turkey chose Intellect Brokerage, Wealth & Treasury, a comprehensive investment banking product suite

Integrated digitization approach to provide first mover advantage in Capital Markets

Chennai (India), December 23, 2015: Intellect Design Arena Ltd, a specialist in applying true Digital Technologies across Banking & Insurance, today announced their entry into Turkey, reinforced with their first relationship with Tacirler Investment, the leading independent investment company licensed and regulated by the Capital Market Board of Turkey. Tacirler chose to partner with Intellect to digitize its Brokerage, Wealth, and Treasury operations. This implementation will provide them an edge amongst the capital market players in the region with the first mover advantage in the integrated digitization journey.

The Financial Services industry is going through rapid change. Firms engaged in managing investments are evolving to address the changing needs and desires of investors. One of the most critical components of total investment process is a solution with an extensive range of capabilities, flexibility and configurability and seamless integration.

Tacirler Investment chose to implement Intellect Wealth Management as the front end for their total solution, with Intellect OMS (Order Management System - Brokerage) solution that includes RMS (Risk Management System), embedded Algo Trading Engine, In-bound FIX interface with co-location implementation at Tacirler premises and Turkey Stock Exchange (Borsa Istanbul) for swifter trading, and Intellect Treasury with the cross assets offerings (FX, Interbank, Fixed Income Derivatives to provide canned reports) that interfaces with Reuters, CORE, SWIFT and their back office system. The flexible and configurable framework will enable Tacirler to ensure that its client base will remain engaged throughout the investment process with a personalized front end.

Highlights:

- First of its kind integrated OMS, Wealth & Treasury, a complete investment banking product suite
- Intellect Order Management System(OMS) is Marco Polo network enabled
- Intellect is certified empanelled vendor by Istanbul Stock Exchange for OMS being compliant with their existing system and the new system

Murat Tacirler, Vice Chairman, Tacirler Investment said, *"We are excited to partner with Intellect Design Arena Ltd. to digitize our business and operations."* **He also added,** *"With fintech innovation high on the agenda in Turkey, Tacirler will leverage the seamless integration of front-mid-office functions across multiple asset classes in the country through advanced algorithmic trading for faster decision making."*

K Srinivasan, EVP & Geography Head, IMEA, Intellect Design Arena Ltd., *"We are delighted to be the preferred partner for Tacirler, the leading Turkish investment firm. This is an important win for us. With Intellect's comprehensive investment banking product suite and seamless integration across systems, Tacirler will achieve the much needed flexibility to adapt to the changing regulations enabling faster time to market advantage."*

About Tacirler Investment:

Founded in 1991, Tacirler Investment is the leading independent Investment Company licensed and regulated by Capital Market Board of Turkey.

Tacirler Investment was built with the guiding principle of helping clients to reach their financial goals effectively and efficiently. It believes that a firm national footprint with a global reach is needed to provide access to a variety of financial solutions which encompass every part of the investment spectrum. With its 170 employees, the team is made of individuals with specific areas of expertise and many years of experience which come together to offer investors intelligence, speed and flexibility.

Tacirler Investment backs up its intellectual capital with financial capital as well; Tacirler is among the top four investment companies including bank based brokerage firms and has the largest capital among independent investment companies. This solid financial base ensures capacity to deliver on its commitments.

Headquartered in Istanbul, Tacirler Investment has a wide distribution network through its 19 investment centers across Turkey and Northern Cyprus. Tacirler Investment's commitment to its founding principles of integrity and transparency has won the trust of many valued investors over 25 years.

About Intellect Design Arena Ltd:

Intellect Design Arena Ltd, 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/>

For media-related information, please contact:

Nachu Nagappan
Intellect Design Arena Ltd
Mob: +91 89396 19676
Email: nachu.nagappan@intellectdesign.com

For investor-related information, please contact:

Praveen Malik
Intellect Design Arena Ltd
Mob: +91 89397 82837
Email: praveen.malik@intellectdesign.com