

Intellect/SEC/2015-16

October 26, 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 – “Bartleet Religare Securities and Acuity Stock Brokers choose to implement Intellect’s Next Gen Brokerage Solution” - Reg

Please find enclosed a copy of proposed Media Release dated October 26, 2015 titled as “Bartleet Religare Securities and Acuity Stock Brokers choose to implement Intellect’s Next Gen Brokerage Solution”.

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

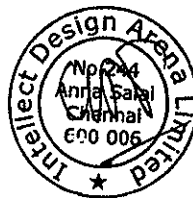
Thanking you,

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

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CIN:L72900TN2011PLC080183

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Bartleet Religare Securities and Acuity Stock Brokers choose to implement Intellect's Next Gen Brokerage Solution

Hosted on a SaaS model, the integrated enterprise-class online & mobility trading solution to provide cost and operational efficiency to the brokerage firms

Chennai(India) and SriLanka, October 26th, 2015: Bartleet Religare Securities (Pvt.) Ltd, a joint venture of Bartleets, a Sri Lankan Conglomerate and Religare, a global giant in the financial arena, and Acuity Stock Brokers, a leading investment bank in Sri Lanka, is a joint venture of Development Finance Corporation of Ceylon Bank and Hatton National Bank, have chosen Intellect Brokerage, a single integrated trading platform to offer their retail and institutional investors broking and investment services in multiple markets / exchanges.

With seamless integration of front, mid and back-office functions across multiple asset classes, Bartleet and Acuity will have real-time control of business with better risk management features and faster decision making.

Intellect's Brokerage solution enables the platform that supports real-time, policy based, cross-product risk management and monitoring of positions across various types of investments of trading members of Bartleet and Acuity.

Unpredictable market conditions, competitive pressures and growing trade volumes are pushing brokerage houses for an advanced technology solution that can mitigate risks and ensure regulatory control. Intellect Brokerage is uniquely equipped to address these market realities that are forcing the pace of change at financial institutions. It enhances their capability to leverage proprietary technologies and organizational efficiencies, delivering better value to their clients.

Intellect Brokerage™ offers the following features/benefits for the Brokerage House

- Order Management and with connectivity to Colombo stock exchange (CSE)
- Market Information.
- Dealer Trading with improved User interface.
- Internet Trading to Investors
- Real time Risk Management
- BackOffice Operations

"We are delighted to be the partner of choice for Bartleet and Acuity that has a combined market share of over 15 percent. Intellect Brokerage is a next-gen integrated enterprise-class trading platform hosted through the Software as a Service (SaaS) Model covering asset classes like equities, debt and government securities. We are confident our product will revolutionize the evolving Brokerage industry in Sri Lanka" said K Srinivasan, EVP & Geography Head, Indian Subcontinent, Middle East, and Africa (IMEA), Intellect Design Arena Ltd.

Intellect has partnered with its regional partner VSIS for the infrastructure installation enabling the hosting services and first-level support.

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/>

About Bartleet and Acuity

Bartleet Religare Securities (Pvt.) Ltd. is synergy of Bartleets Group, a Sri Lankan Conglomerate founded in 1904 with over a century of experience and Religare, a global giant in the financial arena.

Bartleet Religare Securities (Pvt.) Ltd. was formed in 2009, pursuant to the Joint Venture between Bartleet Mallory Stock Brokers and Religare Capital Markets Limited (Mauritius).

Acuity Stockbrokers is a leading member of the Colombo Stock Exchange. 'Acuity Stockbrokers' was incorporated by merging operationally, the Stock broking business's of Development Finance Corporation of Ceylon Bank and Hatton National Bank. This Global Award winning brokerage Firm has 'the' most experienced team of Investment Advisors, and has emerged as a powerhouse in the stock broking industry. Accessing the extensive branch network of DFCC Bank & HNB PLC, their distribution network spreads throughout the country. Acuity has a global reach through their JV partnerships with leading Brokerage Firms in the US, UK & HK.

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