

Intellect/SEC/2024-25

December 19, 2024

1. **National Stock Exchange of India Limited,**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1, G Block,  
Bandra Kurla Complex, Bandra (E), Mumbai – 400 051.
2. **BSE Limited,**  
1<sup>st</sup> Floor, New Trade Ring, Rotunda Building, PJ Towers,  
Dalal Street, Fort, Mumbai – 400 001.

**Scrip Symbol :**  
INTELLECT

**Scrip Code :**  
538835

Dear Sir/Madam,

Sub: **Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Presentation to the Analyst / Institutional Investors**

In pursuance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the presentation on “Purple Fabric - Our Enterprise AI Platform” for analysts/ institutional investors call scheduled today, i.e., December 19, 2024, as intimated by the Company on December 13, 2024.

Kindly take the above information on record and confirm compliance.

Yours truly,  
for **Intellect Design Arena Limited**

**V V Naresh**  
**Company Secretary and Compliance Officer**

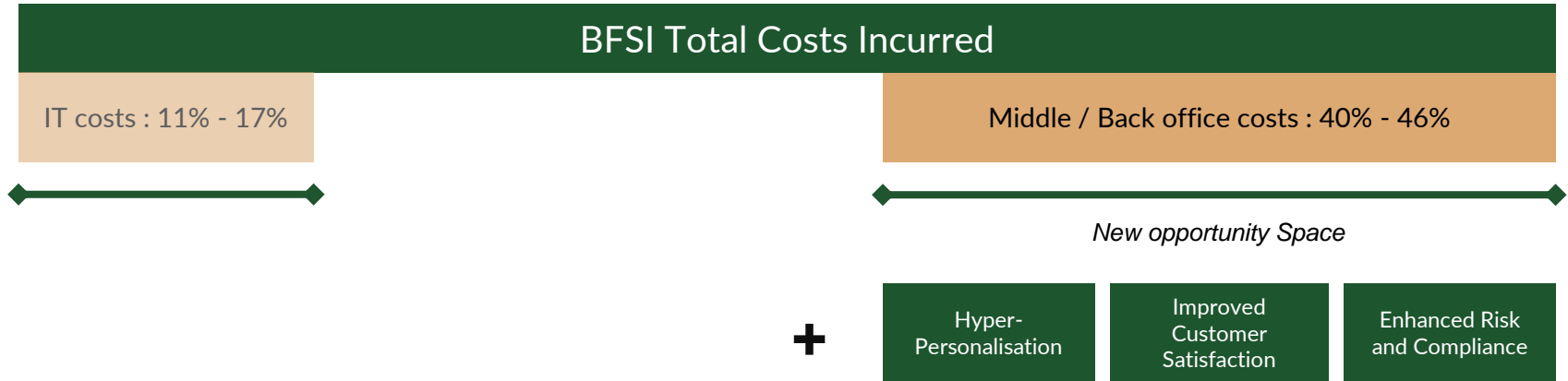
**Encl: As above**



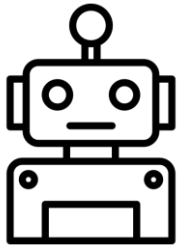
# PURPLE FABRIC

The Multi-Agent AI Platform  
for Enterprise Operations  
Transformation

# The TAM for Purple Fabric is enormous

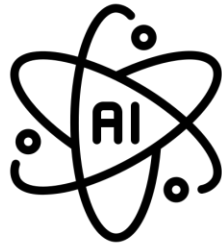


# AI Expert Agents are the **gig workers** of the knowledge economy



**Expert Agent**

=



**AI (LLM)**

+



**Memory**

+



**Tools**

# They form the base unit for operational transformation – a digital twin of operations specialists

**IQ**  
(Intelligence Quotient)



Language understanding

Memory

Knowledge Synthesis

Reasoning

Reflection

**EQ**  
(Emotional Quotient)



Contextual Awareness

Empathy

Adaptability

**AQ**  
(Action Quotient)



Tool usage

e-mail

Calendar

Web search

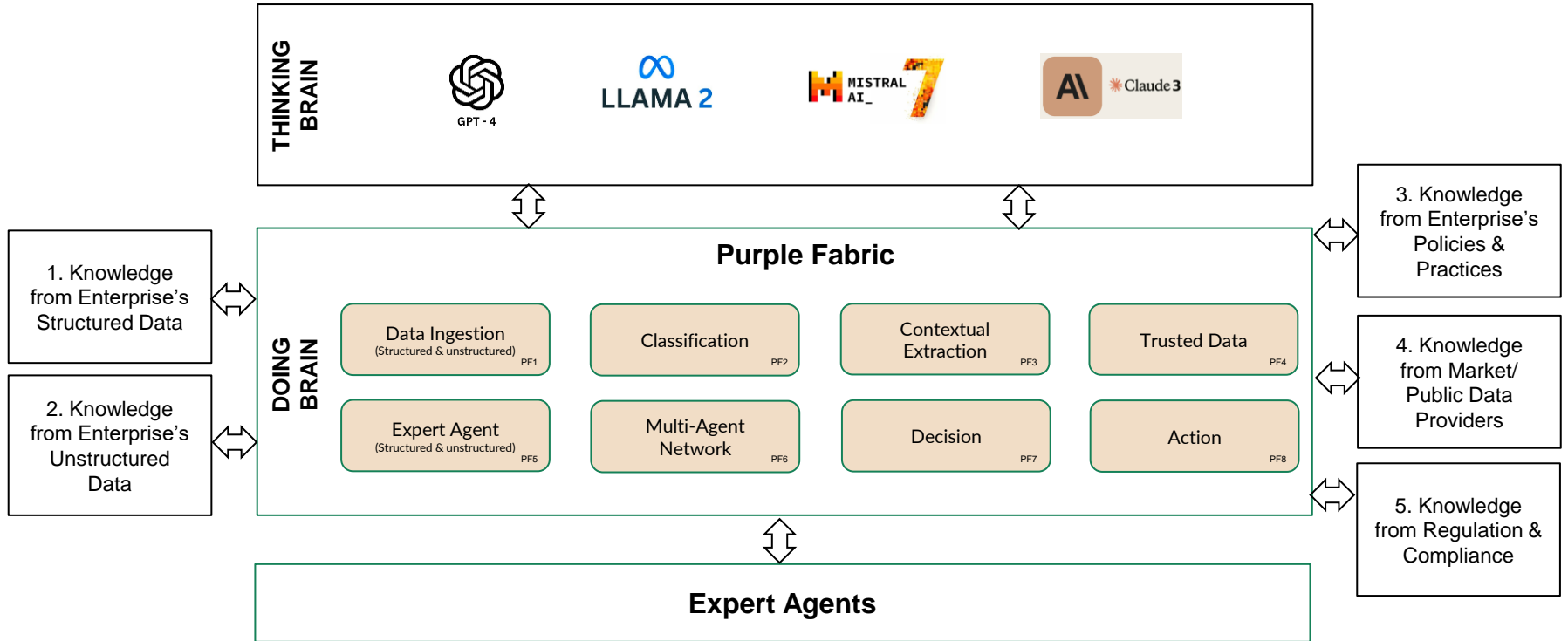
Calculator

Connectors

CRM...

Multi-agent Collaboration

# Purple Fabric Leverages the best of **Thinking & Doing Brain** to deliver **Customer Desirability**





# PURPLE FABRIC

Demo & Case Study:

## CLAIMS INVESTIGATION

For a large financial service firm in UK

**In production** multi-agent system for claims investigation & redressal.

# Complaints/Claims is a universal problem. The TAM for complaints in the UK itself is enormous.



My concern is that in a rush to reduce prices, many brands are pursuing false economies by cutting corners in the wrong places. As a result of failing to get things right first time, the cost of handling complaints has risen to a record £9.24 billion a month. To put that into perspective, that is more than the monthly wage bill for the whole NHS! A huge drain on British productivity and only compounding the rising price of goods and services.

## Black Horse, VW and Stellantis top the list of complaints: MoneySavingExpert

As complaints reach the 1 million mark, UK's top motor finance providers find themselves at the forefront of challenges

## Lloyds sets aside £450m for car finance probe

### Close Brothers sets aside £400m as FCA continues motor finance probe

By Tom Seymour | 20 March 2024





# Claims investigation (Wealth Advisory) is a slow and manual process, with <30% of cases being resolved within SLA timelines

10,000+

Active cases in 2024

+700 Receipts per week

50+ days

average time to close a claim

~130 cases closed a week

30% cases

Resolved within SLA timelines

# Why is this such a difficult process?

## Data gathering

- 10+ Systems to interact with and get dozens of entities extracted
- Many single sources of truth

## Investigation

- No standardised rubric to determine result (Especially for Advice)
- Different regulations and policies apply to different Claims (Service)

## Claims Report Creation

- Complexity and time to inference from document investigation, and the resulting report generation

Team & FTE*	Capacity/wk*	Yesterday	Process
<b>CASE LOGGING</b> (5-10 FTE)	~400	Manual	Complaint Details Extraction
		Digital	Logging
<b>TRIAGE</b> (5-10 FTE)	~400	Manual	Coordination
		Manual	Verification
<b>Data Gathering</b> (50-100 FTE)	~700	Manual	Classification
		Manual	Evidence Gathering (10+ systems)
<b>Case Handling</b> (100-150 FTE)	~200	Manual	Investigation
		Manual	Decision
		Manual	Report and Letter Generation

*\*This represents the average FTE for average capacity claims organisation for a wealth manager can process*

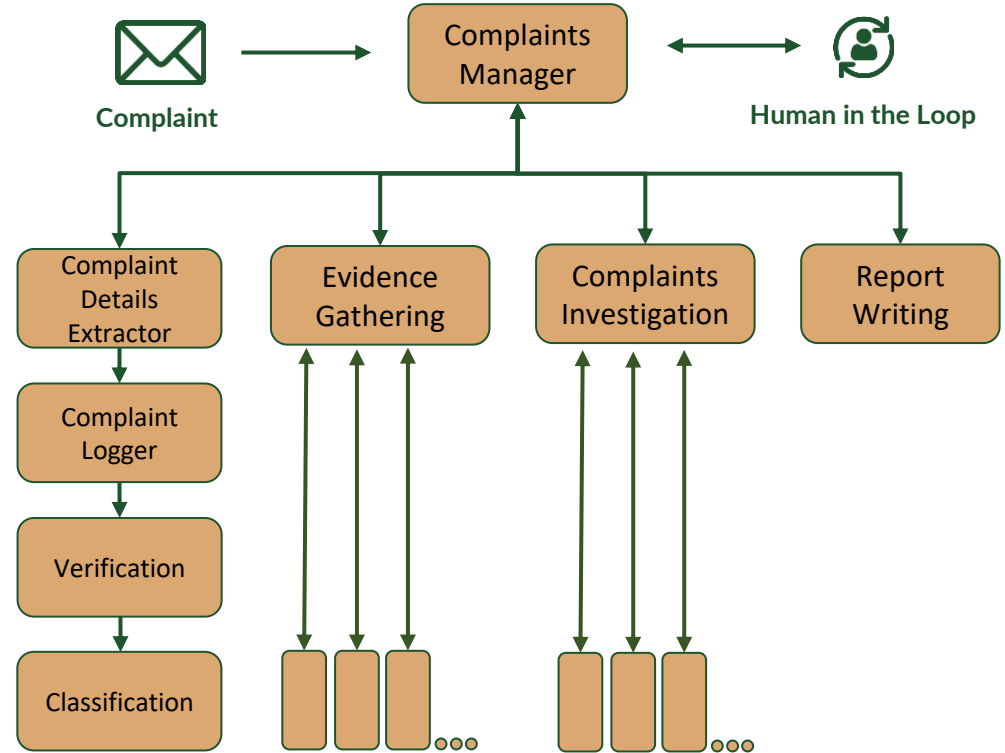


# Team Structure of the Complaints Investigation Multi-Agent Solution

- 1) It tracks incoming complaints,
- 2) Understands and classifies them,
- 3) Creates a case dossier,
- 4) Runs a investigation, and
- 5) Adjudicates a decision with human in the loop

- 13+ Agents
- 6 LLMs from different providers

Collaborating together to achieve the highest possible accuracy at optimal cost





# Team Structure of the Complaints Investigation Multi-Agent Solution

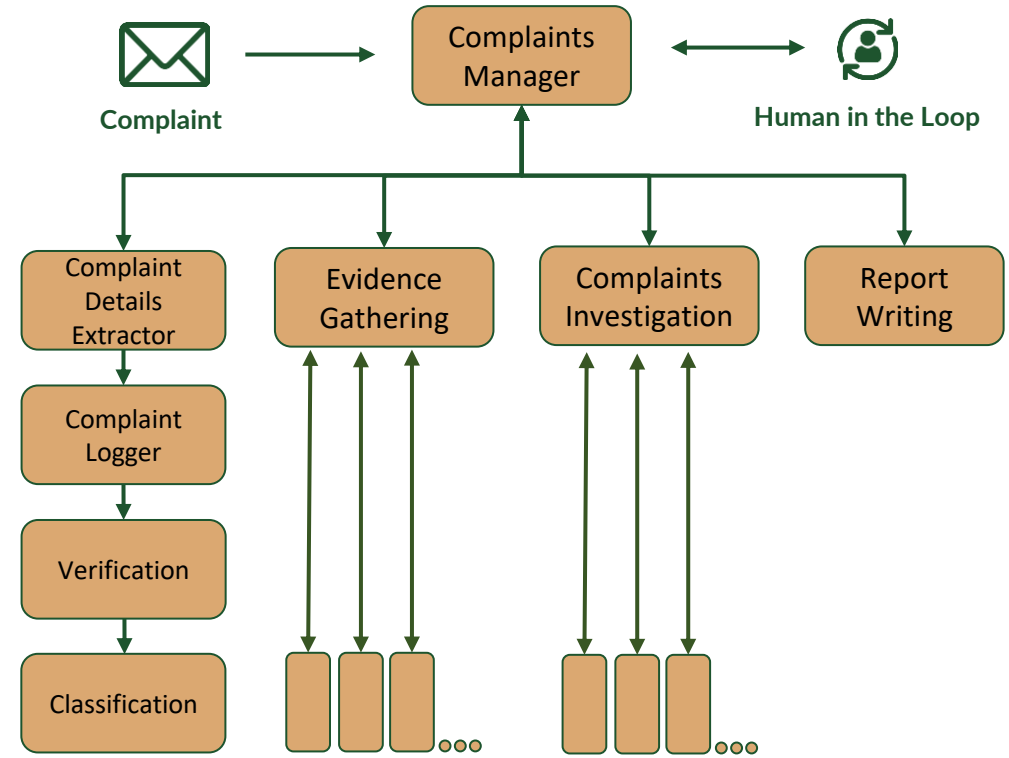
**5 weeks**



**20 Minutes**

↑ Customer Satisfaction

↑ Operational Efficiency



Target State Team & FTE	Target State Capacity/wk	Today	Process
<b>CASE LOGGING</b> 0	∞	AI Agent	Complaint Details Extraction
		AI Agent	Logging
<b>TRIAGE</b> 0	∞	AI Agent	Coordination
		AI Agent	Verification
<b>Data Gathering</b> 0	∞	AI Agent	Classification
		AI Agent	Evidence Gathering (10+ systems)
<b>Case Handling</b> (100-150 FTE)	10x	AI Agent	Investigation
		AI Agent	Decision Recommendation
		Manual	Decision
		AI Agent	Report and Letter Generation

**And claims is just one example of operations transformation using multi-agent systems**

Magic Submission

**87%**  
Faster Intake

**50%**  
Lower Cost

ESG EDGE: Non-Financial  
Corporate Intelligence

**50,000+ specialist years saved / year**  
9000 portfolio companies, 10 million+ documents

iAPX

**98% Reduction**  
In duplicates & Discrepancies

**3x ROI / 100% Invoices**  
by checking 100% of invoices

Trade Finance  
Transaction Processing

**50% reduction**  
in Processing time

**85% increase**  
In Operational Efficiency

**50% reduction**  
In cost of Trade Finance Processing





# PURPLE FABRIC