

Intellect/SEC/2018-19

20<sup>th</sup> March, 2019

**1. National Stock Exchange of India Ltd.,**  
Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051.

**Scrip Code :**  
INTELLECT

**2. BSE Ltd.**  
1st Floor, New Trade Ring, Rotunda Building, PJ Towers,  
Dalal Street, Fort, Mumbai – 400 001.

**Scrip Code :**  
538835

Dear Sirs,

Sub: **Media Release - Wealth Re-Imagined - The launch of Wealth Qube - 2020 at Intellect User Meet, Dubai**

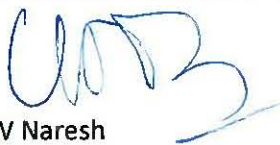
We are happy to announce the launch of **Intellect Wealth Qube - 2020**, a state of the art end-to-end Relationship Manager centric solution for the wealth management institutions. Built on a design framework of 6 Offices, 22 Desks and 121 Tools, the product was unveiled at the Intellect User Meet, held in Dubai.

Wealth Qube 2020, is an enterprise grade wealth management solution has taken the RM-first design approach. Intellect recognizes that in a highly emotive business such as wealth, relationship managers are integral to the growth of the business and the industry. The word Qube was chosen to reflect the solidity and completeness of a cube. Each side of the cube represents 1 of the 6 offices of the Wealth Qube 2020 offering. The six offices that form part of Wealth Qube 2020 are Relationship manager office; Customer personal office; Operations office; Risk and compliance office; Fund managers office and Trust Office.

Please find enclosed herewith a copy of Media Release dated March 19, 2019 titled as "**Wealth Re-Imagined - The launch of Wealth Qube - 2020 at Intellect User Meet, Dubai**"

Kindly take the above information on record.

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



V V Naresh  
Company Secretary and Compliance Officer



**Intellect Design Arena Limited**

Registered Office: 244 Anna Salai, Chennai - 600 006, India | Ph: +91-44-3987 4000 | Fax: +91-44-3987 4123  
Corporate Headquarters: SIPCOT IT Park Siruseri, Chennai - 600 130, India. | Ph: +91-44-3341 8000  
[www.intellectdesign.com](http://www.intellectdesign.com)

## Wealth Re-Imagined

### The launch of Wealth Qube - 2020 at Intellect User Meet, Dubai

*An Enterprise Wealth Solution that puts Relationship Manager at the center*

**Dubai (UAE), 20<sup>th</sup> March, 2019:** Intellect Design Arena Ltd, a specialist in applying true Digital Technologies and a global leader in Financial Technology across Banking and Insurance, announced the launch of **Intellect Wealth Qube - 2020**, a state of the art end-to-end Relationship Manager centric solution for the wealth management institutions. Built on a design framework of 6 Offices, 22 Desks and 121 Tools, the product was unveiled at the Intellect User Meet, held in Dubai.

With the theme of 'Banking on Re-imagination', Intellect User Meet 2019, showcased some of the most recent advancements in Banking – such as Contextual Banking, Open Banking driven by an API led architecture and Leveraging AI/ML in Financial Ecosystems. The forum also served to launch new products from the Intellect stable including the wealth management product, Wealth Qube 2020.

Wealth Qube 2020, is an enterprise grade wealth management solution comprising of 6 Offices, 22 desks and 121 tools. Unlike other wealth solutions, Wealth Qube - 2020 has taken the RM-first design approach. Intellect recognizes that in a highly emotive business such as wealth, relationship managers are integral to the growth of the business and the industry. With increasing affluence the Relationship managers are under pressure to go beyond the traditional HNW customer base and serve the mass affluent segment. Being a high touch business relationship managers are struggling to serve the large number of customers in this space. Wealth Qube - 2020 has been designed to help businesses serve the ever growing mass affluent segment as well as the High net worth individuals.

The word Qube was chosen to reflect the solidity and completeness of a cube. Each side of the cube represents 1 of the 6 offices of the Wealth Qube 2020 offering. The six offices that form part of Wealth Qube 2020 are Relationship manager office; Customer personal office; Operations office; Risk and compliance office; Fund Managers office and Trust Office. These 6 offices are further divided into 22 desks and each desk is provided by tools with the complete tool set count at 121 tools. Wealth Qube follows the Intellect tradition of ensuring that its solution is Enterprise grade and capable of serving end-to-end needs of its customers.

**Jaideep Billa, President, Wealth Management, Intellect Design Arena said,** “Wealth Qube -2020 gets its 2020 moniker from its promise to deliver 20% growth every year with 20% reduction in Business



operating costs. This solution has already been well tested out in the market with our early launch customers in 6 countries namely Singapore, Malaysia, Thailand, India, UAE and Saudi Arabia. We now hope to deliver the same advantage of these early movers to other institutions. With rapidly growing prosperity across the world and anemic interest rates we believe that Wealth will be the fastest growing business for banks and financial institutions. We are excited to work with our customers to help create leaders in wealth.”

#### **About Intellect Design Arena Limited**

*Intellect Design Arena Ltd, a specialist in applying true digital technologies, is the world’s first full spectrum Banking and Insurance technology products company, across Global Consumer Banking , Central Banking, Global Transaction Banking (iGTB), Risk, Treasury and Markets, and Insurance. With over 25 years of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives.*

*Intellect pioneered Design Thinking for cutting-edge products and solutions for Banking and Insurance, with design being the company’s key differentiator in enabling digital transformation. FinTech 8012, the world’s first design centre for Financial Technology, reflects Intellect’s commitment to continuous and impactful innovation to address the growing need for digital transformation. Intellect generates annual revenues of more than USD 169 million, serving more than 240 customers through offices in 40+ countries and with a diverse workforce of more than 4,000 solution architects, domain and technology experts in major global financial hubs around the world. For further information on the organization and its solutions, please visit <https://intellectdesign.com>*

<b>For Media related info, please contact:</b>	<b>For Investor related info, please contact:</b>
Nachu Nagappan Intellect Design Arena Ltd Mob: +91 89396 19676 Email: <a href="mailto:nachu.nagappan@intellectdesign.com">nachu.nagappan@intellectdesign.com</a>	Praveen Malik Intellect Design Arena Limited Mob: +91 89397 82837 Email: <a href="mailto:Praveen.malik@intellectdesign.com">Praveen.malik@intellectdesign.com</a>