

Intellect/SEC/2023-24

March 14, 2024

1. National Stock Exchange of India Limited,

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

Scrip Symbol:

INTELLECT

2. BSE Limited,

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

Scrip Code:

538835

Dear Sir/Madam,

Sub: eMACH.ai Powered Wealth Qube by IntellectAI Wins Coveted 'Best WealthTech Solution – Overall' at Global Private Banker Awards 2024

IntellectAI, the WealthTech and Insurtech of Intellect Design Arena driven by advanced AI-led solutions, has been chosen as the winner in the 'Best WealthTech Solution – Overall' category at the Global Private Banker Awards. This recognition is a testament to the innovative prowess and customer-centric approach embodied by IntellectAI's flagship wealth management solution, Wealth Qube.

Wealth Qube is driven by eMACH.ai architecture making it a cutting-edge solution that facilitates quick and easy adoption of wealth management functionalities. The platform is highlighted for its AI-driven tools, which are structured around the pillars of hyper-personalisation, hyper-automation, and modern customer experience, setting a new standard in the wealth management domain.

Please find enclosed herewith a copy of the proposed Media Release dated 14th March titled **“eMACH.ai Powered Wealth Qube by IntellectAI Wins Coveted 'Best WealthTech Solution – Overall' at Global Private Banker Awards 2024”**.

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: +91-44-6615 5100 | Fax: +91-44-6615 5123
Corporate Headquarters: SIPCOT IT Park Siruseri, Chennai - 600 130, India | Ph: +91-44-6700 8000 | Fax: +91-44-6700 8874
E-mail: contact@intellectdesign.com | www.intellectdesign.com

eMACH.ai Powered Wealth Qube by IntellectAI Wins Coveted 'Best WealthTech Solution – Overall' at Global Private Banker Awards 2024

Recognised for AI Innovation, Customer-Centric Approach and Setting New Standards in the Industry

Chennai, India, March 14, 2024 - [IntellectAI](#), the WealthTech and Insurtech of [Intellect Design Arena](#) driven by advanced AI-led solutions, has been chosen as the winner in the 'Best WealthTech Solution – Overall' category at the Global Private Banker Awards. This recognition is a testament to the innovative prowess and customer-centric approach embodied by IntellectAI's flagship wealth management solution, Wealth Qube.

Wealth Qube is driven by [eMACH.ai](#) architecture (Microservices based, API first, Cloud-ready and Headless powered by Artificial intelligence), making it a cutting-edge solution that facilitates quick and easy adoption of wealth management functionalities. The platform is highlighted for its AI-driven tools, which are structured around the pillars of hyper-personalisation, hyper-automation, and modern customer experience, setting a new standard in the wealth management domain.

Insights from the award entries revealed the significant strides technology companies are making in developing superior platforms and systems. These advancements enable private banks and family offices to achieve operational efficiencies, streamlined execution, and the customisation needed to cater to diverse investment mandates. Wealth Qube, with its advanced AI and data capabilities, is at the forefront of these innovations, revolutionising how wealth management services are delivered and experienced.



Banesh Prabhu, CEO of IntellectAI, said, "We are immensely proud to receive this accolade from Global Private Banker, a respected authority in the financial media realm. This award solidifies our leadership in wealth management innovation and underscores our dedication to empowering banks and wealth firms with hyper-personalised and effective customer experiences."

Banesh further emphasised the importance of integrating AI and data analytics throughout the customer journey. "Our solution's ability to personalise customer engagements, optimise portfolios proactively, streamline operations, enhance client retention, and expand market presence is pivotal. We ensure our platforms are agile enough to adapt to current trends while meeting the stringent regulatory standards of today's dynamic market."

IntellectAI's Wealth Qube is setting new benchmarks in the wealth management industry, driven by its innovative use of technology and commitment to delivering exceptional value to clients. This award from Global Private Banker is recognition of IntellectAI's vision and execution in creating a future-ready, client-focused wealth management solution.



About Intellect Design Arena Limited

Intellect Design Arena Ltd. has the world’s largest cloud-native, API-led microservices-based multi-product FinTech platform for Global leaders in Banking, Wealth Management, Insurance, and Capital Markets. It offers a full spectrum of banking and wealth technology products through its three lines of business - IntellectAI, Global Consumer Banking and Global Transaction Banking. With over 30 years of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives.

Intellect pioneered Design Thinking to create 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, addressing the growing need for digital transformation. Intellect serves over 270 customers through offices in 57 countries and with a diverse workforce of solution architects, and domain and technology experts in major global financial hubs around the world. For further information on the organisation and its solutions, please visit www.intellectdesign.com

About IntellectAI

IntellectAI offers a suite of contemporary artificial intelligence products and data insights triangulated from thousands of sources that take a strategic approach to tackling the biggest challenges for the wealth and insurance industries. Our underlying technology powers sophistication with simplicity ensuring an engaging and insightful user journey.

Our AI cloud native products are known to address the most complex business objectives with the highest accuracy of outcome. Our skilled technical experts and data scientists seamlessly augment our customer teams to accelerate their transformation journey, easily adapting as business models and technology evolves. www.intellectai.com

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