

**Intellect/SEC/2021-22**

**30<sup>th</sup> August, 2021**

**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** - Intellect Announces Appointment of Kannan Ramasamy as the Global Head Partnerships & Alliances and Business Head of iTurmeric

Intellect Design Arena Ltd, a cloud-native, future-ready, multi-product FinTech company for the world's leading financial and insurance clients, today announced the appointment of Kannan Ramasamy as Executive Vice President - Global Head Partnerships & Alliances and Business Head of iTurmeric. In this global role, Kannan will be instrumental in building and driving global alliances & expanding Intellect's Partner ecosystem. He will also lead iTurmeric, the first-of-its-kind enterprise integration, cloud-native, microservices-based platform as a Business Head.

Please find enclosed herewith a copy of proposed Media Release dated 30<sup>th</sup> August, 2021 titled as, "**Intellect Announces Appointment of Kannan Ramasamy as the Global Head Partnerships & Alliances and Business Head of iTurmeric**".

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**

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## Intellect Announces Appointment of Kannan Ramasamy as the Global Head Partnerships & Alliances and Business Head of iTurmeric

*Former Managing Director of Logica and Founder & Managing Director of GA Partners joins Intellect to drive its global partner and alliances ecosystem for the next phase of growth*

**Chennai (India), 30 August, 2021:** Intellect Design Arena Ltd, a cloud-native, future-ready, multi-product FinTech company for the world's leading financial and insurance clients, today announced the appointment of Kannan Ramasamy as Executive Vice President - Global Head Partnerships & Alliances and Business Head of iTurmeric. In this global role, Kannan will be instrumental in building and driving global alliances & expanding Intellect's Partner ecosystem. He will also lead iTurmeric, the first-of-its-kind enterprise integration, cloud-native, microservices-based platform as a Business Head.

Kannan has over three decades of relevant experience working with leading organisations like HCL, IBM, NIIT and others, in leadership positions. Former Managing Director of Logica, Kannan also had a very successful entrepreneurial journey with his own GTM advisory firm, GA Partners. Kannan has been on the advisory board of Oracle Accelerator and was a mentor at Microsoft Accelerator. His global experience includes general management, sales management, consulting & delivery for many global Fortune 500 companies.



“Intellect is forging ahead with API-based Contextual Banking solutions, building new partnerships and alliances. At the heart of the next phase of our growth is a strong global and regional partner ecosystem. Our strategic partners not only enable us to scale faster and expand our reach but importantly help us offer additional value to customers.” said **Arun Jain, Chairman and Managing Director, Intellect Design Arena Ltd.** “Leveraging his deep domain expertise, business acumen and extensive strategy consulting experience, Kannan will shape and lead the joint go-to-market strategy with our partners to accelerate business growth. I am delighted to welcome Kannan to the Intellect family”



“Over the past six years of its journey, Intellect have accurately predicted the tectonic shifts in the technology space that would be brought about by the advent of Cloud Technology, Artificial Intelligence/ Machine Learning, and API first architecture and invested consistently in building new products and platforms. What excited me about Intellect was its Contextual and Composable platform, cloud-native, microservices-based platform, enabling banks to progressively modernize and participate in the experience economy” said **Kannan Ramasamy, Global Head Partnerships & Alliances and Business Head of iTurmeric.** “The partner eco-system is a critical component of the growth engine and I look forward to working with Intellect's amazing team to take its partner program to the next level, and drive the next phase of growth for the company,”

iTurmeric is a platform that gives banks a very novel and unique way of progressively modernizing, using Turmeric tools without the risk of rip and replacement. With the API-first architecture, iTurmeric, the first-of-its-kind enterprise integration, cloud-native, microservices-based platform, enables banks to progressively modernize and participate in the experience economy. Today, iTurmeric platform already has retail banking, lending, origination, corporate banking API's and iTurmeric API manager to create new and relevant user journeys on the fly.



**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 the Global leaders in Banking, Insurance and Capital Markets. It offers a full spectrum of banking and insurance technology products through its four lines of businesses - Global Consumer 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 their 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 center for financial technology, reflects Intellect's commitment to continuous and impactful innovation, addressing the growing need for digital transformation. Intellect serves over 250 customers through offices in 97 countries and with a diverse workforce of solution architects, 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](http://www.intellectdesign.com).

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