

Intellect/SEC/2023-24

23rd February 2024

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 Sir,

Sub: Intellect announces the Launch of its 'First Principles' Technology suite, eMACH.ai, for Technology-suave Bankers in the Middle East and Africa

Intellect Design Arena Ltd, a cloud-native, future-ready, multi-product Financial Technology company for the world's leading banking and insurance clients, announced the launch of its 'First Principles' Technology suite, eMACH.ai, for Technology-suave Bankers in the Middle East and Africa.

eMACH.ai empowers banks with 329 Microservices, 1757 APIs and 535 Events, enabling them to design future-ready technology solutions. This suite of First Principles Technology keeps a bank's customer in focus, be it Retail, HNI, SME, or Corporate, the events in their financial journey, or events created by bank operations or events generated by regulators and compliance. Financial institutions orchestrate their offerings based on these events to ensure customer satisfaction and regulatory compliance. With eMACH.ai, the banks and financial institutions in the Middle East and Africa will now have a global edge.

Please find enclosed herewith a copy of the proposed Media Release dated 23rd February 2024 titled **"Intellect announces the Launch of its 'First Principles' Technology suite, eMACH.ai, for Technology-suave Bankers in the Middle East and Africa"**.

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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eMACH.ai empowers banks with 329 Microservices, 1757 APIs and 535 Events, enabling them to design future-ready technology solutions

Dubai, UAE, February 23, 2024: [Intellect Design Arena Ltd](#), a cloud-native, future-ready, multi-product Financial Technology company for the world’s leading banking and insurance clients, announced the launch of its ‘First Principles’ Technology suite, eMACH.ai, for Technology-suave Bankers in the Middle East and Africa.

This suite of **First Principles** Technology keeps a bank’s customer in focus, be it Retail, HNI, SME, or Corporate, the **events** in their financial journey, or **events** created by bank operations or **events** generated by regulators and compliance. Financial institutions orchestrate their offerings based on these events to ensure customer satisfaction and regulatory compliance. This orchestration is done using a well-defined set of self-sufficient services referred to as **Microservices** in the tech community.



*From left to right - **Shishir Jha** - SVP, Sales Client partner, iGTB, UAE; **Lalit Motwani**- SVP, Regional Head Sales, iGTB, Middle East Region; **Yasar Yilmaz**- Global Industry Advisor, FSI, Microsoft Worldwide Industry Black Belt Business Unit; **Sanjeeb Chaudhuri** - Growth Advisory Board, iGCB; **Osama Ben Saleh Bukhari** - CEO, Alfaris International Group - Head of Banking Committee, ICC Saudi Arabia; **Arun Jain** - CMD & Chief Architect, Intellect Design Arena; **Zulfiquar Sulaiman** - Ex Advisor, Central Bank of the UAE, Seasoned Banker, Board member - subsidiary of CBUAE and remuneration and nomination committee, Consultant; **Srinivasan Sampath** - Acting Group Chief Technology Officer at First Abu Dhabi Bank (FAB); **Nitin Bhargava** - COO, Al Masraf Bank; **Ramakrishnan Viswanathan** - senior Partner, Cedar Management Consulting International; **Rajesh Saxena** - CEO, iGCB; **Amit Gupta** - Executive Vice President, Partner, COO & Co-Head, iGTB*

To provide complete services from approval to credit decisioning to risk compliance to regulatory reporting, corporate banking ecosystems like liquidity, payments, cash management, virtual accounts, SME lending, Corporate DDA and trade & supply chain finance, these **Microservices** must collaborate with other services. According to the tech fraternity, the agreed protocol of defined agreement with

other services is called **API** - Application Programming Interface. These Events, Microservices and APIs deployed on a native **Cloud** environment, deliver a seamless experience, either through the feature-built UI/UX or **Headless**, where financial institutions can create their UI/UX based on their unique requirements. With embedded **AI** for operational efficiency and smart decisioning, eMACH.ai is the most comprehensive '**First Principles**' Technology addressing the current and future needs of any Financial institution.

With eMACH.ai, the banks and financial institutions in the Middle East and Africa will now have a global edge. The suite will,

- Empower banks with **329 Microservices, 1757 APIs and 535 Events**, enabling them to design future-ready technology solutions
- Act as a Catalyst for Digital and Cognitive Enterprise transformation by signifying the shift with Intellect's leadership guiding banks to stay ahead
- Foster financial innovation and redefine the future of financial technology in the Middle East and Africa region, giving the region its global edge
- Help financial institutions to progressively transform technology, leveraging marketplaces like IDC, iKredit360, Digital Transaction Banking, Digital Wealth Management and Insurance from BankTech Wave 3 to Wave 5

Arun Jain, CMD and Chief Architect of Intellect Design Arena Limited, expressed his excitement about launching the 'First Principles' Technology Suite eMACH.ai, stating, "Intellect's eMACH.ai Technology leveraged the smartness of the Cloud to design Banker's own composable Business Impact solutions based on Event-driven architecture, ready to use deeply rich functional Microservices and scores of API on Cloud Headless. Combining these 4 principles creates a magical name for our Technology - eMACH - Events, Microservices, APIs, Cloud and Headless. iFabric.ai suite DIMS - Document Intelligence Management system brings Contextuality to drive faster and accurate decision making."



He further added, "We have secured 29 mandates from global banks who have chosen to use eMACH.ai services. We have conducted over 150 eMACH.ai workshops to assist these banks in designing their future strategies around customer opportunities rather than just focusing on technology maximisation and optimisation."

About Intellect Design Arena Limited

Intellect Design Arena Ltd. has the world's largest cloud-native, API-led microservices-based multi-product platform for Global leaders in Banking, Wealth Management, Insurance, and Capital Markets powered by eMACH.ai, the most comprehensive open finance platform, that enables banks and financial institutions to move from product and process to design and experience to compose their unique "My Signature Solution". With over three decades 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 center for financial technology, reflects Intellect's commitment to continuous and impactful innovation, addressing the growing need for digital transformation. It 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.

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