

**Intellect/SEC/2021-22**

**29<sup>th</sup> June, 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** - St. James's Place selects Intellect as their strategic AI Transformation Partner for their Investment Management Division

Intellect SEEC, the InsurTech specialist from Intellect Design Arena Ltd, ranked # 1 in InsurTech by IBS Intelligence, is proud to announce that St. James's Place (SJP) Wealth Management, has selected the company as their Strategic AI Transformation Partner for SJP's Investment division. Intellect was selected because of their strong capabilities, resources and talent to support SJP on their AI & ML journeys and help them achieve greater efficiencies in Investment operations.

This pure AI Transformation win strengthens their existing partnership with SJP and further validates Intellect's place in the industry, as a preferred digital transformation partner for insurance and financial services companies.

Please find enclosed herewith a copy of proposed Media Release dated 29<sup>th</sup> June, 2021 titled as "**St. James's Place selects Intellect as their strategic AI Transformation Partner for their Investment Management Division**".

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](mailto:contact@intellectdesign.com) | [www.intellectdesign.com](http://www.intellectdesign.com)

## St. James's Place selects Intellect as their strategic AI Transformation Partner for their Investment Management Division

*Intellect has been selected to be the partner of choice, to build the investment technology platform of the future driven by AI, ML, NLP and NLG*

**Piscataway, NJ, June 29, 2021:** Intellect SEEC, the InsurTech specialist from Intellect Design Arena Ltd, ranked # 1 in InsurTech by IBS Intelligence, is proud to announce that St. James's Place (SJP) Wealth Management, has selected the company as their Strategic AI Transformation Partner for SJP's Investment division. Intellect was selected because of their strong capabilities, resources and talent to support SJP on their AI & ML journeys and help them achieve greater efficiencies in Investment operations. This pure AI Transformation win strengthens their existing partnership with SJP and further validates Intellect's place in the industry, as a preferred digital transformation partner for insurance and financial services companies.

SJP's Investment Division is embarking on a strategic journey to build an 'Intelligent Investment Hub' that leverages AI/ML. This will be built on top of their Investment Data hub, which is already being developed with support from Intellect on Snowflake using Matillion. This hub is expected to deal with Intelligence about Fund Performance, analysts' reactions/sentiments, automated fund comparison and commentary, auto-generation of fund fact sheets as well as ESG intelligence, including climate change response, carbon emissions and responsible investments.

Intellect was selected over other vendors because of their ratings in several key categories that SJP found necessary in its evaluation for successful partner selection. Some of these categories include Technology Capability, Scalability, Reference and TCO. Intellect stood out by scoring very high in these areas and was hence selected for this opportunity.

This opportunity displays Intellect as a reliable and dynamic supplier that recognizes SJP's needs to not only design and develop a software suite/solution, but also works as partner to bring a comprehensive approach to taking SJP's Investment Management operations to a new level, using AI and ML which complements the wider strategic automation programme under way in SJP.



Speaking about the win, **Banesh Prabhu, Intellect CEO**, said "Intellect has been a preferred technology partner with SJP in many significant transformational initiatives, having implemented several new digital technologies over the last 14 years. This selection illustrates the strength and trust in that partnership, to select Intellect for their ambitious AI/ML transformation in their Investment division.

Prabhu continued, "Intellect's expertise in this area gives us a strong edge over other competitors as we offer a complete range of technology, data skills and AI, with Machine Learning capabilities that will lead to significant business performance outcomes."

**James May, SJP Investment Technology Director** said that “SJP is looking forward to working closely with Intellect on the development and implementation of the core Investment technology ecosystem that will be powered by trusted data and leveraged using innovative AI, ML and automation technologies.”

**About St. James’s Place**

St. James’s Place Wealth Management is a leading UK wealth management organisation. Founded in 1991, St. James’s Place was listed on the London Stock Exchange in 1997 and is a FTSE 100 company, with over £129 billion funds under management. The company provides face-to-face advice to clients based on their individual needs and circumstances, adapting the advice as requirements change over time to ensure that recommendations remain appropriate. Website: <https://www.sjp.co.uk>

**About Intellect SEEC**

Intellect SEEC is an insurtech Transformation Partner with contemporary AI and ML solutions, data insights triangulated from thousands of sources, and agile technology, data science and consulting teams - taking a strategic approach to tackling the biggest challenges for insurance. We are a proven leader in Data First Strategy for Commercial/General Underwriting. As a core technology transformation partner, we have successfully driven one of Europe’s largest data migrations.

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.intellectseec.com](http://www.intellectseec.com)

**About Intellect Design Arena Ltd**

Intellect Design Arena Ltd, a cloud-native, future ready multi-product fintech platform for the world’s leading financial & insurance clients caters to the full spectrum of 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. For further information on the organization and its solutions, please visit [www.intellectdesign.com](http://www.intellectdesign.com).

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