

Intellect/SEC/2024-25

September 12, 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 launches eMACH.ai - the First Principles Thinking based composable and intelligent open finance platform - revolutionising the financial landscape of Sri Lanka

[Intellect Design Arena Ltd](#), the World's only Enterprise Grade Financial Technology Leader in Composable and Intelligent solutions for progressive Global Financial Institutions, announces the launch of **eMACH.ai** tailored specifically for the Sri Lankan financial landscape. With an impressive array of 329 microservices, 535 events and over 1757 APIs, this First Principles Thinking-based Platform enables financial institutions in the Island Nation to build future-ready solutions, providing them with a global competitive edge. The platform keeps a bank's customer in focus, be it Retail, HNI, SME, or Corporate, and the events in their financial journey, besides taking care of events created by banking operations or generated by regulatory and compliance mandates.

Please find enclosed herewith a copy of the proposed Media Release dated 12th September titled **"Intellect launches eMACH.ai - the First Principles Thinking based composable and intelligent open finance platform - revolutionising the financial landscape of Sri Lanka"**.

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

Intellect launches eMACH.ai - the First Principles Thinking based composable and intelligent open finance platform - revolutionising the financial landscape of Sri Lanka

With 329 Microservices, 175 APIs and 535 Events, eMACH.ai empowers banks to design and compose future-ready technology solutions

Colombo, Sri Lanka – September 12, 2024 – [Intellect Design Arena Ltd](#), the World's only Enterprise Grade Financial Technology Leader in Composable and Intelligent solutions for progressive Global Financial Institutions, announces the launch of **eMACH.ai** tailored specifically for the Sri Lankan financial landscape. With an impressive array of 329 microservices, 535 events and over 1757 APIs, this First Principles Thinking-based Platform enables financial institutions in the Island Nation to build future-ready solutions, providing them with a global competitive edge. The platform keeps a bank's customer in focus, be it Retail, HNI, SME, or Corporate, and the events in their financial journey, besides taking care of events created by banking operations or generated by regulatory and compliance mandates.

Sri Lanka is at a pivotal point in its digital transformation journey. The launch of eMACH.ai in Sri Lanka comes at a time when **fintech innovation** is rapidly reshaping the financial services landscape globally. Key trends such as the rise of **digital payments, AI-driven banking solutions, Open Banking frameworks, and cloud-based infrastructure** are redefining how financial institutions operate across the world. Sri Lanka, too, is witnessing this shift, with a growing focus on digital transformation to improve financial inclusion, streamline operations, and create customer-centric experiences. By investing in cutting-edge technologies, enhancing digital infrastructure, and fostering a conducive regulatory framework, Sri Lankan banks can improve financial inclusion and operational efficiency and attract foreign investments.



From left to right: Debal Dutt, Chief Marketing Officer, Intellect Design Arena; Ramanan SV, CEO-India & South Asia, Intellect Design Arena

eMACH.ai simplifies technology for Sri Lankan banks, empowering them to create solutions that are not just optimised but transformative. Its composable architecture aligns with the financial sector's future needs, ensuring that banks can meet evolving customer expectations while remaining resilient in the face of rapid technological change. It enables them to develop strategies centered around customer needs, focusing on creating substantial business impacts rather than optimising technology.

Intellect already works with several prominent financial institutions in Sri Lanka, including HDFC Sri Lanka, Regional Development Bank (RDB), Cargills Bank, Commercial Development Bank (CDB), Central Finance, Seylan Bank, and Union Bank of Colombo. These institutions have been at the forefront of adopting digital transformation strategies to enhance their operational efficiency and customer experiences. With the introduction of *eMACH.ai*, Intellect is poised to strengthen its partnership with several other leading financial institutions in Sri Lanka, helping them deliver innovative financial services to a broader customer base.

With *eMACH.ai*, the banks and financial institutions in Sri Lanka can now have a global edge. The platform will,

- Empower banks with 329 Microservices, 1757 APIs and 535 Events, enabling them to design future-ready technology solutions
- Act as a Catalyst for Enterprise Connected Intelligence 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 Sri Lankan market, giving the region its global edge
- Discover new growth avenues by transforming enterprise with this composable and intelligent open finance platform, elevate experience with iTurmeric, a MACH composable platform and enhance operations with decision-grade intelligence platform, Purple Fabric



Ramanan SV, CEO-India & South Asia of Intellect Design Arena Ltd, expressed his excitement about launching *eMACH.ai*, stating, *“With eMACH.ai, we are not just introducing a platform; we are unlocking the future of banking in Sri Lanka. We aim to empower financial institutions to lead with intelligence, agility, and innovation. Built on First Principles Thinking, eMACH.ai is engineered to transform the entire financial ecosystem—driving transparency, accelerating digital adoption, and fostering resilience. This platform is not only a game-changer for banks but also a catalyst for Sri Lanka’s journey towards becoming a financial powerhouse in the global arena.”*

About Intellect Design Arena Limited

Intellect Design Arena Ltd is an enterprise-grade financial technology leader, providing composable and intelligent solutions for futuristic global financial institutions across 57 countries. Intellect's revolutionary First Principles Thinking-based Enterprise Connected Intelligence Platform, eMACH.ai, is the most comprehensive, composable, and intelligent open finance platform in the world. With an impressive array of 329 microservices, 535 events, and over 1757 APIs, eMACH.ai enables financial institutions to design and deploy future-ready technology solutions that provide a significant global competitive edge.

With three decades of domain expertise, Intellect offers a full spectrum of banking and insurance technology products through four lines of business: Global Consumer Banking (iGCB), Global Transaction Banking (iGTB), IntellectAI and Digital Technology for Commerce (iDTC). Intellect is a pioneer in applying Design Thinking and our 8012 FinTech Design Center, the world's first Design Center dedicated to Design Thinking Principles, underscores our commitment to continuous and impactful innovation, addressing the ever-growing need for digital transformation. We proudly serve over 325+ customers worldwide, supported by a diverse workforce of solution architects and domain and technology experts in major global financial hubs. For more information about Intellect, visit <https://www.intellectdesign.com/>

For Media related info, please contact:

Nachu Nagappan

Intellect Design Arena Ltd

Mob: +91 89396 19676

Email: nachu.nagappan@intellectdesign.com**For Investor related info, please contact:**

Praveen Malik

Intellect Design Arena Limited

Mob: +91 89397 82837

Email: praveen.malik@intellectdesign.com