

**Intellect/SEC/2017-18**

**May 17<sup>th</sup>, 2017**

1. **The National Stock Exchange of India Ltd.,**  
Exchange Plaza, 5<sup>th</sup> Floor, Plot No. C/1, G Block, Bandra Kurla  
Complex,  
Bandra (E), Mumbai – 400 051.
2. **The Bombay Stock Exchange Ltd.**  
1<sup>st</sup> Floor, New Trade Ring, Rotunda Building, PJ Towers,  
Dalal Street, Fort, Mumbai – 400 001.

**Scrip Code :**  
INTELLECT

**Scrip Code :**  
538835

Dear Sirs,

Sub: **Media Release** -Intellect # 2 in the world in Digital Banking - Reg.

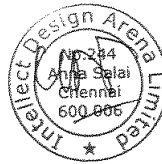
Please find enclosed herewith a copy of proposed Media Release dated May 17<sup>th</sup>, 2017 titled as  
“Intellect # 2 in the world in Digital Banking”.

Kindly take the above information on record.

Yours truly,  
For **Intellect Design Arena Limited**



**V V Naresh**  
**Company Secretary and Compliance Officer**



Encl : As Above

## Intellect # 2 in the world in Digital Banking

**Chennai (India), May 17, 2017:** Intellect Design Arena Ltd, a digital technology product provider across Banking, Financial Services and Insurance, is ranked #2 in the Digital Banking & Channels in the world by IBS Intelligence in their IBS Annual Sales League Table 2017 among 17 fintech suppliers across the globe. IBS SLT is the acknowledged barometer for international banking systems sales activity for the last 16 years.

**IBS Intelligence** is the definitive source of independent news, analysis & research relating to global financial technology markets. IBS SLT 2017 highlights the growing role of emerging markets in shaping global banking technology demand and the rise of neo-banks along with the changing dynamics in the fintech industry.

Commenting on Intellect's performance, **IBS** said, *"Two systems of Intellect Design Arena – Intellect Digital Core and Intellect Payments – took leadership position in the IBS' Sales League Table 2017 in the Retail Banking Systems and Payments Systems categories, respectively. Intellect Design also took runners up position in the Digital Banking Systems category with its Intellect Digital Banking Exchange system. All three systems are now part of the IBS SLT 2017 Leadership Club."*

Digital disruption is redefining the banking experience. Financial institutions around the world are embracing digital for competitive advantage. According to an industry report 'Digital can transform the business of banking, with the potential to drive up return on equity (ROE) by more than 5 percent for both mature or emerging market banks.' Today banks are increasingly looking beyond traditional back office technologies and are increasing their investment in the mobility, payments and analytics, a growing trend which was showcased in this year's IBS SLT 2017.

Commenting on the ranking, **Arun Jain, Chairman and Managing Director, Intellect Design Arena**, said, "We are delighted to see Intellect ranked #2 in Digital Banking & Channels in IBS SLT 2017. This recognition has provided the right kind of tail winds for our journey. Digital has re-defined the banking services, robust technology platforms are becoming the enablers in providing superior customer experiences. Big Data, Block chain and Artificial intelligence (AI) will be the drivers in fintech in the coming years. We would like to thank our customers for their trust in us and making us part of their Digital Transformation journey."

### **About IBS intelligence and IBS Sales League Table:**

Established in 1991, IBS Intelligence ([www.ibsintelligence.com](http://www.ibsintelligence.com)) is the definitive source of independent news, analysis & research relating to global financial technology markets. IBS has an integrated offering including a comprehensive research portfolio, and a range of value added services. This also includes its iconic monthly publication – IBS Journal and the Annual IBS Sales League Table. IBS's Value-Added-Services include Analyst Inquiry Blocks, Advisory Days, Thought Leadership Papers, IBS DealVision, which enables users to slice and dice Global Banking System Deals and an innovative CedarIBS FinTech Index – the first global index of FinTech stocks. IBS has designed customized offerings for banks, suppliers, consultants and private equity funds that can be further fine-tuned to address client needs.

The Annual IBS Sales League Table, an important part of the IBS Journal offering is universally acknowledged as the barometer for international core banking systems sales activity. The table is compiled each year from submissions from each supplier detailing the names of the banks that have bought their systems in the year.

### **About Intellect Design Arena Limited:**

Intellect Design Arena Ltd, a digital technology product solutions provider to the Banking and Insurance industry, across Global Consumer Banking (iGCB), Central Banking, Global Transaction Banking (IGTB), Risk, Treasury & Markets (iRTM) and Insurance (Intellect SEEC). Intellect has created digital products & solutions for Banking and Insurance. FinTech 8012, a design centre for financial technology, reflects Intellect's commitment to continuous and impactful innovation, addressing the growing need for digital transformation. With over 200 implementations, the company's performance is driven by over 4,000 Intellect solution architects, functional and technology experts, with a presence in global financial hubs around the world and supported by design centres in multiple geographies. Please visit <http://www.intellectdesign.com/>

**DISCLAIMER:** 'Intellect Design Arena Limited is proposing, subject to receipt of requisite approvals, market conditions and other considerations, to make a rights issue of its equity shares and has filed a Draft Letter of Offer (DLOF) with the Securities and Exchange Board of India and the National Stock Exchange of India Limited and the BSE Limited (Stock Exchanges). The DLOF is available on the website of the SEBI at [www.sebi.gov.in](http://www.sebi.gov.in) as well as on the websites of the Lead Manager at [www.sparkcapital.in](http://www.sparkcapital.in). Investors should note that investment in equity shares involves a high degree of risk and for details relating to the same, see the section titled 'Risk Factors' of the LOF, when available. Potential investors should not rely on the DLOF for any investment decision.'

<b>For Media related information, please contact:</b>	<b>For Investor related information, please contact:</b>
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