

Intellect/SEC/2025-26

May 29, 2025

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: Intimation of Purple Fabric Advert Publication in The Economic Times, India.

[Intellect Design Arena Ltd.](#), a global leader in enterprise-grade financial technology, introduced Purple Fabric, the world's first open business impact AI platform and enterpriseGPT in India through a nationwide advertisement in the May 27th edition of The Economic Times, India.

Purple Fabric is designed to unlock genuine enterprise value from AI by orchestrating knowledge, automating processes through digital expert-based intelligence, and ensuring responsible and compliant AI deployment. Built using 217 technologies, the platform transforms fragmented enterprise data into AI-ready assets, automates high-volume tasks, and dynamically selects the most suitable AI models for each business use case.

Please find enclosed herewith a copy of the “Purple Fabric Advertisement” as featured in The Economic Times, India.

Kindly take the above information on record.

Yours truly,

for **Intellect Design Arena Limited**

V V Naresh

Company Secretary and Compliance Officer



Real Intelligence

So much hype about AI adoption by businesses

So much disappointment with the results

It takes discernment to get AI right for enterprise



IntellectAI presents Purple Fabric The world's first open business impact AI platform

Reimagine Customer Experience. Reimagine Product. Reimagine Operations. Reimagine Compliance

The all new AI-driven approach to every business imperative

AI that's not relevant for enterprise limits your ability to reimagine critical business functions. Purple Fabric changes everything.

Purple Fabric speaks to the C Suite, weary of AI ambiguity

CEOs demand AI that drives real business impact across core functions, on a unified platform. Enough with the silos and ad hoc initiatives. CIOs want autonomous operations that integrate smoothly with existing systems. Without the unpredictability of uncapped LLM costs. CROs need governance guarantees on vital issues of traceability, security and compliance - all of which are at increased risk with indiscriminate use of AI.

Purple Fabric platform is conceived and designed for enterprise

This is the AI platform of choice to meet enterprise imperatives with certainty. Harness the depth of enterprise knowledge. Selectively tap into the collective power of LLMs. Integrate the power of Data-as-a-Service with Knowledge-as-a-Service. Deploy Digital Experts (domain / tech) with active reasoning & dialogue capability. With 95%+ accuracy essential for enterprise. Within a framework of rigorous federated enterprise governance.

The platform comes with 68 ready-to-use and proven digital experts to jump start enterprise AI initiatives.

Access to the complete Purple Fabric platform is available to all enterprise, at zero license fee. As we democratise AI, businesses will now compete on their core competence and innovation. No excuses. No bloated tech budgets.

Choose right. Experience the power of the augmented enterprise

45 global majors already leverage the PF open business impact AI platform. Learn more about AI at work. Experience frictionless AI adoption, and power your business ambitions with unprecedented effectiveness.

Built on four powerful technology stacks



**ENTERPRISE
KNOWLEDGE
GARDEN**
(PF EKG)

**ENTERPRISE
DIGITAL
EXPERTS**
(PF EDE)

**LLM MODEL
OPTIMISATION HUB**
(PF MOH)

**ENTERPRISE
GOVERNANCE**
(PF GOVERN)

Experience intelligent deployment. PF Enterprise will reside in your private cloud with all four technology stacks. Enterprise Digital Experts will connect via APIs to your structured data systems, and can be wired into existing application processes. The secure PF Cloud will host your enterprise during an initial 3 month discovery & pilot phase, and is also available for partner and consulting firms for their client solution development.

Business Impact AI online masterclass

Arun Jain - Chairman & MD, Intellect Design Arena will demonstrate the power of Purple Fabric

Sign up for the FREE masterclass at www.purplefabric.ai

**June 03, 2025
4 - 6 PM IST**



SCHEDULE NOW

Purple Fabric Business Impact AI transformative sessions : pf.impact@intellectdesign.com

New York | London | Dubai | Singapore | Sydney | India

Made in India. Powerfully impacting global enterprise

For over four decades, global financial institutions have relied on Intellect Design Arena to enable their business transformation. Our platforms and solutions are trusted by over 500 leading and challenger FIs across 57 countries. With over 2 million hours of annual research investment, our enterprise platforms designed on current technologies, provide the mission-critical and highly regulated financial services sector, the ability to innovate and grow with certainty.

intellectAI

www.intellectai.com

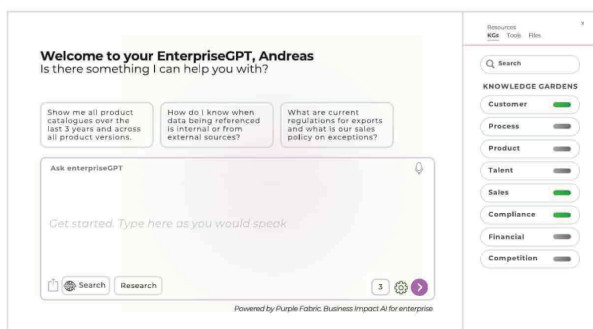
enterpriseGPT redefines AI for business

Powered by your Enterprise Knowledge Garden™

Built on the Purple Fabric open business impact AI platform

Have you been wondering how best to approach AI for business

Your start point must be the design & nurturing of an enterprise knowledge garden. Delivered through the organisation by your enterpriseGPT. This is how you drive business impact AI.



Empowered with enterpriseGPT, your augmented managers will reimagine the way they approach customer experience, product, operations, compliance, and every key functional area that drives business impact

What does it take to get your own enterpriseGPT up & running

- #1 You need your valuable enterprise knowledge to be continually curated to form the contextual backbone of human and agentic response, reasoning and decision support. *You need Purple Fabric Enterprise Knowledge Garden.*
- #2 You need trusted & verifiable enterprise digital agents delivering business-grade accuracy of over 95%, to augment your managers. *You need Purple Fabric Enterprise Digital Experts.*
- #3 You need the right mix of LLMs for the right task, always benchmarking against constraints of accuracy, speed and cost. *You need Purple Fabric LLM Optimisation Hub.*
- #4 You need AI governance in one place to proactively mitigate the risks and costs associated with deploying AI using multiple models and agents. *You need Purple Fabric Enterprise Governance.*

Your EKG will reside in your private AI cloud. During early discovery & pilot phase, it will be hosted in a secure tenant on the Purple Fabric Cloud. Your EKG will steer connected intelligence and its enterprise-wide consumption through your intuitive custom GPT. *This is enterprise AI made real.*

Business Impact AI online masterclass

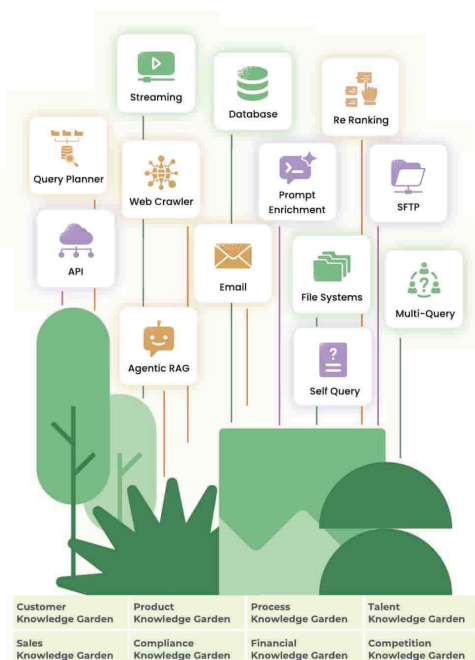
Arun Jain - Chairman & MD, Intellect Design Arena will demonstrate the power of Purple Fabric



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Do enterprise AI right



Advanced RAG Frameworks and Data Connectors ensure real time contextual relevance of valuable enterprise knowledge, wherever it resides. Your EKG will integrate digital experts with enterprise knowledge

SCHEDULE NOW

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New York | London | Dubai | Singapore | Sydney | India

Your enterpriseGPT. Business impact delivered

The ability to create and leverage your own AI-ready enterpriseGPT will immediately transform productivity and efficiency across knowledge-based industries - Banking, Insurance, NBFCs, Asset Mgt, Wealth Advisories, Education, Pharma, Information Technology, Manufacturing & Distribution, and Consulting. *Learn how global leaders are already leveraging Purple Fabric Enterprise Knowledge Garden to create truly augmented enterprise.*

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www.intellectai.com