

Intellect/SEC/2016-17

June 10, 2016

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

Dear Sirs,

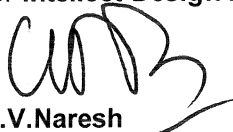
Sub: **Media Release – Reg**

Please find enclosed herewith a copy of proposed Media Release dated June 10, 2016 titled as “Intellect SEEC launches Intellect Lead Closer, an app for advisors”.

Kindly take the above information on record.

Thanking you,

for Intellect Design Arena Limited



V.V.Naresh

Vice President-Company Secretary and Compliance Officer

Encl : As Above



Intellect Design Arena Limited

Registered Office: 244 Anna Salai, Chennai - 600 006, India | Ph: +91-44-3987 4000, 3984 3400 | Fax: +91-44-2852 3280

Corporate Headquarters: SIPCOT IT Park Siruseri, Chennai - 600 130, India. | Ph: +91-44-3341 8000

www.intellectdesign.com

Intellect SEEC launches Intellect Lead Closer, an app for advisors

Insurance-specific CRM that enables advisors to quickly advance leads into customers

New York, Vancouver, and Chennai (India), June 10, 2016: Intellect SEEC, the insurance software division of Intellect Design Arena, will be launching Intellect Lead Closer, an insurance-specific CRM for advisors to increase their customer conversion rates by improving the quality of leads. The app will be officially launched at Million Dollar Round Table (MDRT) 2016 on 12th June. MDRT is a global, independent association of more than 43,000 of the world's leading life insurance and financial services professionals. This powerful app enables advisors to efficiently create and manage their portfolio, relationships and daily activities.

At its core, Intellect Lead Closer understands that building long-term relationships is the key to profitability for advisors. With its smart lead import feature combined with interactive dashboards, the app allows advisors to manage all their leads in one place. Users of the app can define the way they work by prioritizing customer activities.

Lead Closer allows the advisors to gather and store insurance-specific information such as household and financial details related to the customer. This enables them to recommend the right product to the right customer. Packed with device-friendly productivity tools such as activity tracker, alerts, calendar, notes and more, the app functions as a digital sales assistant for advisors while they focus on customer relationships.

While some advisors rely on the systems of insurance carriers, others largely manage their leads using different applications such as Excel, Outlook and generic CRM tools. This drops the effectiveness of the advisor from truly understanding the lead stage and prevents them from getting a quick summary of their book of business across varied sources without cumbersome aggregation tasks.

Commenting on the product, **Pranav Pasricha, CEO, Intellect SEEC, Intellect Design Arena**, said, "There are plenty of CRMs in the market. However, insurance advisors need a CRM that is built with their needs in mind and is home-grown in the very industry. We have leveraged our two-decade long experience in the industry and developed Intellect Lead Closer as a direct-to-customer (D2C) app. Advisors are a key to closing the gap perceived in service experience offered across the insurance lifecycle. They need to be empowered with the right tools of the trade, starting with a CRM that understands how insurance is sold and bought."

The app for tablets is now available on Google Play and App Store. The exclusive preview of Lead Closer is available on the cloud at www.intellectleadcloser.com through a simple sign up. Users can also login with their LinkedIn and Facebook accounts.

About Intellect SEEC

Intellect SEEC, the insurance software division of Intellect Design Arena, provides an extensive portfolio covering distribution, underwriting and claims. Intellect SEEC has been developing innovative insurance solutions to lower operating costs and increase premium volumes and margins for the last two decades. Over the last 25 years, the company has built strategic relationships with major insurance carriers in America, Canada, United Kingdom, India and the Far East. Intellect SEEC builds its innovative, low-cost solutions on a firm belief that while the underlying business and technology of insurance are complex, their application should not be. For more details visit: www.intellectseec.com

About Intellect Design Arena Ltd

Intellect Design Arena Ltd, a specialist in enabling true digital transformations is the world's first full spectrum banking and insurance technology products company, across global consumer banking (iGCB), Central Banking, Global Transaction Banking (iGTB), Risk & Treasury Management (iRTM), and Insurance (Intellect SEEC). With over 20 years of deep domain expertise, Intellect is the brand, progressive financial institutions rely on for digital transformation initiatives.

Intellect pioneered design thinking for cutting edge products and solutions for banking and insurance, with design being the company's key differentiator in enabling digital transformation. FT8012, the world's first 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 3,000 Intellect solution architects, domain and technology experts, with a presence in major global financial hubs around the world and fully supported by design centers in multiple geographies serving as centers of innovation, collaboration and digital transformation, please visit www.intellectdesign.com

For media related information, please contact:

Laila Beane/ Nachu Nagappan
Intellect SEEC
Mob: +1 847 602 6392/ +91 89396 19676
Email: laila.beane@intellectdesign.com/
nachu.nagappan@intellectdesign.com

For investor related information, please contact:

Praveen Malik
Intellect Design Arena Ltd
Mob: +91 89397 82837
Email: praveen.malik@intellectdesign.com