

Intellect/SEC/2016-17

May 17, 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 May 17, 2016 titled as “Intellect Design Arena Joins Bloomberg’s Enterprise Solutions Partner Program”.

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 Design Arena Joins Bloomberg's Enterprise Solutions Partner Program

Treasury & Capital Markets Business applications offer the ability to integrate Bloomberg's financial data

Mumbai and Chennai (India), May 17, 2016: Intellect Design Arena Limited, (BSE: 538835 | NSE: INTELLECT), a specialist in applying true digital technologies across banking, insurance and capital markets, today announced that it has joined Bloomberg's Enterprise Solutions Partner program. The new partnership will enhance the Treasury & Capital markets businesses from Intellect's Risk and Treasury Markets division (iRTM). Bloomberg's Enterprise Solutions Partner program offers a unique opportunity for financial software and technology partners to meet the needs of the global financial services community.

With the program, Intellect will receive the tools and technical support to access Bloomberg's data distribution services and incorporate its analytics, reference data and market data. During development, Bloomberg will work with Intellect to facilitate integration of its applications and treasury and markets platform with high-quality Bloomberg data.

"We are excited about this partnership with Bloomberg. These trading solutions will help us serve our clients better. We work with over 46 customers globally that can now access Bloomberg's real-time data products, thereby enabling us to serve them better. Working with Bloomberg enables us to deliver seamless technology solutions that solve critical business challenges for our customers", said Mr. Venkatesh Srinivasan, CEO, Intellect Risk, Treasury & Capital Markets.

The Bloomberg Enterprise Solutions Partner Program- a group of more than 100 financial technology providers to the institutional marketplace-is a technology integration program developed by Bloomberg's Enterprise Solutions business to enable partners to go to market faster. Information about this program is available online at www.bloomberg.com/enterprise/distribution/enterprise-partners/.

About Intellect Design Arena Ltd:

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies across Banking and Insurance technology products company, across global consumer banking (iGCB), Central Banking, Risk & Treasury Management (iRTM), Global Transaction Banking (iGTB) and Insurance (Intellect SEEC).

The holistic adoption of Digital covers Digital OUTSIDE and Digital INSIDE. Built on iDigital, the Intellect Digital OUTSIDE proposition is anchored around Same experiences at all touch points, through a powerful Channel Renovation Platform (Canvas), and the Digital INSIDE proposition is anchored around Lean Operations, through an Operational Consolidation Platform (Hubs).

The Intellect design philosophy, a key differentiator in developing solutions for the transformative agendas of CXOs, ensures a dramatic shift from disjointed digital activities to strategically aligned digital outcomes.

The FT 8012 Design Center, the world's first Design Center for financial technologies, is a physical manifestation of enterprise commitment to design. It powerfully connects dots between Business, Technology and Operations, and accelerates the transformation process for customers. This is where

the total Digital 360 journey can be approached, allowing for adoption in a gradual outcome based manner.

Intellect generates annual revenues of over USD 100 million, with product installations in over 200 financial institutions, across 30 countries. 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. For further information on the organization and its solutions, please visit <http://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