

Intellect/SEC/2017-18

September 01, 2017

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.

Scrip Code :
INTELLECT

2. **The Bombay Stock Exchange Ltd.**
1st Floor, New Trade Ring, Rotunda Building, PJ Towers,
Dalal Street, Fort, Mumbai – 400 001.

Scrip Code :
538835

Dear Sirs,

Sub: Media Release - Intellect awarded the Government of India's ambitious & comprehensive eCommerce Project –The Government eMarketplace (GeM)Reg

Please find enclosed herewith a copy of proposed Media Release dated September 01, 2017 titled as "Intellect awarded the Government of India's ambitious & comprehensive eCommerce Project –The Government eMarketplace (GeM)".

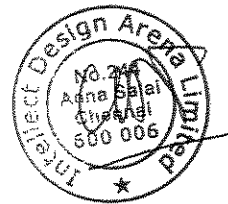
Kindly take the above information on record.

Thanking you,

for Intellect Design Arena Limited



V.V.Naresh
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 | Fax: +91-44-3987 4123
Corporate Headquarters: SIPCOT IT Park Siruseri, Chennai - 600 130, India. | Ph: +91-44-3341 8000
www.intellectdesign.com

Intellect awarded the Government of India's ambitious & comprehensive eCommerce Project –The Government eMarketplace (GeM)

Intellect will be the Managed Service Provider (MSP) for a common, unified, and transparent Government to Business (G2B) portal for supply & procurement of goods and services for the Government of India's all procurement needs

Chennai (India), 01 September 2017 : Intellect Design Arena Ltd, a comprehensive provider of Digital Technology Solutions for mission critical Banking, Financial Services, Insurance, Retail, Technologies for Nation's Financial Infrastructure, announced today, that the Government eMarketplace, under the auspices of Department of Commerce, Ministry of Commerce & Industry, Govt. of India (GoI) **has awarded the most ambitious, comprehensive and innovative Government eMarketplace (GeM) – online eCommerce portal to a consortium led by Intellect Design Arena Limited.**

Intellect has been contracted as the MSP by the GeM SPV for Design, Development and Implementation, Operation & Maintenance of Government e-Marketplace (GeM) System along with Infibeam for eCommerce, NexTender for e-Procurement and Tata Communications Limited for cloud services.



GeM and Intellect Official Signing Ceremony. From Left to Right: K. Srinivasan, President, Emerging Markets, Intellect Design Arena Ltd., Smt. S. Radha Chauhan, IAS, Chief Executive Officer, Government eMarketplace GeM, and Neeru Sharma, Co-Founder, Infibeam.

This landmark Digital India initiative will holistically transform the public procurement of goods and services by the various Central & State Government agencies. GeM aims to enhance transparency, efficiency and speed in public procurement. It provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users achieve the best value for their money. It will act as a public procurement platform between suppliers and buyers, by providing them a common, unified, and transparent Government to Business (G2B) portal for supply and procurement of goods and services registered with GeM.

Intellect will enable the transition of the existing GeM 2.0 system, Operation and Maintenance, enhancement, upgradation and implementation and building the next phase of GeM 3.0. The responsibility also includes Contact Centre Management, Technical Helpdesk, Business Intelligence and Analytics of Historic Data, prediction of future trends, automated price determination to keep eProcurement transparent and honest – all hosted in a secure cloud environment as per MeitY guidelines.

Intellect consortium will also be responsible for supporting the GeM SPV on Seller & Buyer Management, Product & Service Management, Purchase Order & Contract Management, Catalogue & Logistics Management, imparting training, Education Workshops, Marketing & Promotion Campaigns to boost the transaction volumes, Inspection & Quality Testing, Deployment of Resources, Project Management and Governance.

Speaking about the GeM project, **Shri. Binoy Kumar, IAS, DG, Director General of Supplies and Disposal (DGS&D) GeM** said, "The main objective of Government eMarketplace is to bring in more transparency, efficiency and streamlining the government procurement process while opening it up for all sections of the market stakeholders. We are looking at minimising human transactional interface, maximising on the technological front and making this growing sector secure. We are happy to have chosen Intellect Design Arena and its consortium members who are pioneers in their respective fields to work on this path breaking, nation building Digital project as dreamt and envisaged by our Hon'ble Prime Minister. They have demonstrated hunger and knowledge to deliver this program on time which gives us all the more confidence in the success of this project."

Adding further about the GeM project, **Smt. S. Radha Chauhan, IAS, Chief Executive Officer, Government eMarketplace GeM** said, "Government eMarketplace project will be the biggest step in the digital front for our country. Channelling all procurements through one source will pave the way in further building the nation's financial infrastructure. GeM SPV, which is created to provide a centralized and unified public procurement, will be steering and guiding the technological support on all facets for Intellect and its consortium. We are completely assured that the capabilities of Intellect which is chosen as our MSP will help us achieve our objectives."

Commenting on the prestigious award, **Arun Jain, Chairman & Managing Director, Intellect Design Arena** said, "We have always been in the forefront of providing digital innovations to our clients. Winning the GeM deal is an incredibly proud moment for us, as we are gearing to play a major role in the country's most prestigious Digital India initiative. After successful implementations at RBI, LIC, NABARD and AMFI, there's nothing more satisfying than being a part of the project of national importance – The Government eMarketplace."



Speaking at the signing ceremony, **K. Srinivasan, President, Emerging Markets, Intellect Design Arena** said, "It is an honour to be the chosen Managed Service Provider. Our consortium brings the best of breed solutions & intent to the table and Intellect has the important assignment of unifying them into a state-of-the-art, next generation world class platform for Electronic Commerce & Procurement."

About Intellect Design Arena Limited

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies and a comprehensive provider of mission critical Technology Solutions for Banking, Financial Services, Insurance, Retail, Technologies for Nations Financial Infrastructure Applications. With over 25 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 & solutions for Banking and Insurance, with design being the company's key differentiator in enabling digital transformation. FinTech 8012, the world's first design centre, reflects Intellect's commitment to continuous and impactful innovation addressing the growing need for digital transformation. Intellect generates annual revenues of more than USD 136 million, serving more than 200 customers through offices in 40+ countries and a diverse workforce of more than 4,000 solution architects, domain and technology experts, 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 information, please contact:	For Investor related information, please contact:
Nachu Nagappan	Praveen Malik
Intellect Design Arena Ltd	Intellect Design Arena Ltd
Mob: +91 89396 19676	Mob: +91 89397 82837
Email: nachu.nagappan@intellectdesign.com	Email: praveen.malik@intellectdesign.com