

Intellect/SEC/2017-18

September 14, 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,

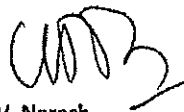
Sub: **Media Release - Intellect SEEC honored as Gold and Bronze Winner in 9th Annual 2017 Golden Bridge Awards - Reg.**

Please find enclosed herewith a copy of proposed Media Release dated September 14th, 2017 titled as **"Intellect SEEC honored as Gold and Bronze Winner in 9th Annual 2017 Golden Bridge Awards"**.

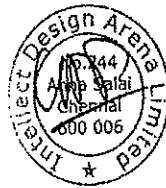
Kindly take the above information on record.

Thanking you,

For Intellect Design Arena Limited



V. V. Naresh
Company Secretary and Compliance Officer



Encl : As Above

Intellect Design Arena Limited

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

Intellect SEEC honored as Gold and Bronze Winner in 9th Annual 2017 Golden Bridge Awards®

*Winners will be honored at the 2017 Red Carpet Golden Bridge Awards Ceremony in San Francisco on
Monday, September 18, 2017*

Jersey City, NJ and Chennai (India): September 14, 2017 – Intellect SEEC, the insurance software division of Intellect Design Arena, has earned the prestigious **Gold and Bronze status in the Golden Bridge Awards®** for its product, **Intellect Risk Analyst** and its CEO, **Pranav Pasricha** respectively. The coveted annual Golden Bridge Awards program encompasses the world's best in organizational performance, innovations, products and services, executives and management teams, women in business and the professions, innovations, best deployments, product management, public relations, marketing, corporate communications, international business, and customer satisfaction programs from every major industry in the world.

Winners will be honored in San Francisco on Monday, September 18, 2017 during the annual Red Carpet Golden Bridge Awards Ceremony.

Intellect Risk Analyst is a machine learning based risk management platform that has been tailored for commercial insurance. It was recognized as a gold winner for Innovations in Technology in the Information Technology Software category.

Pranav Pasricha, CEO of Intellect SEEC was named a bronze winner for Executive of the Year in the IT Software category. Pranav is a zealous advocate of exponential technologies such as big data, IoT, AI and machine learning in the insurance industry. He is a widely recognized thought leader in insurance having given talks at industry events as well as having published related articles.

"It's an honor to be named a winner by Golden Bridge Awards for this is an esteemed industry and peer recognition," said **Pranav Pasricha, CEO, Intellect SEEC**. "We are committed to bringing insurance out of the 1800s into the 21st century. And we develop our products and software with this mission. This award is a huge affirmation that we are walking the right path."

About the Golden Bridge Awards

Golden Bridge Awards are an annual industry and peer recognition program honoring best companies in every major industry from large to small and new start-ups in North America, Europe, Middle-East, Africa, Asia-Pacific, and Latin-America, Best New Products and Services, Best Innovations, Management and Teams, Women in Business and the Professions, Case Studies, Customer Satisfaction, and PR and Marketing Campaigns from all over the world. Learn more about Golden Bridge Awards at www.goldenbridgeawards.com

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 information on Intellect SEEC, please visit www.intellectseec.com . To know more about Intellect Design Arena Limited, please visit www.intellectdesign.com

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