

Intellect/SEC/2017-18

February 14, 2018

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

**Scrip Code :**  
INTELLECT

**Scrip Code :**  
538835

Dear Sirs,

Sub: **KSKJ Life partners with Intellect SEEC for Digital Transformation**

Please find enclosed herewith a copy of proposed Media Release dated February 14<sup>th</sup>, 2018 titled as **"KSKJ Life partners with Intellect SEEC for Digital Transformation"**.

Kindly take the above information on record.

Thanking you,

for Intellect Design Arena Limited

  
V V Naresh

Company Secretary and Compliance Officer



**Intellect Design Arena Limited**

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## **KSKJ Life partners with Intellect SEEC for Digital Transformation**

*The Illinois-based fraternal organization will exponentially boost the productivity of its field force*

**Piscataway, New Jersey, Chennai, India: February 14, 2018**—Intellect SEEC, the insurance software division of Intellect Design Arena, today announced its partnership with KSKJ Life, a Slovene fraternal organization based out of Joilet, Illinois.

KSKJ Life was looking to give their independent agents powerful tools to increase their productivity and help their home-office staff communicate seamlessly with their members. The organization partnered with Intellect SEEC for a complete digital transformation of their new business and post-issue servicing.

Intellect SEEC will be deploying its AI-powered, cloud-native Fraternal Suite for KSKJ Life. This platform supports seven powerful business apps, which are multi-device, multi-channel (supporting agent, back-office staff and members) and come out-of-the-box, all on a single codebase. This suite of integrated apps includes—CRM, Needs Analysis, Quote and Illustration, e-App, Profile Management, Customer Service and Product Launcher. The Fraternal Suite integrates with the KSKJ's existing core and external systems through APIs for real-time pre and post policy transactions. The Intellect SEEC platform provides the company the ability to meet their immediate need of productivity gains and digital empowerment, and their long term need for sustainable business growth.

"We cannot expect the field force of today, to work effectively with our members while dealing with a ton of paperwork. We need to unburden and empower them with the latest tools. Intellect SEEC was an easy choice for us because their suite allows KSKJ Life to bring forth the technology advancements we need to keep us competitive and enable business growth. We are giving our agents tools that not only help them sell, but also provide key insights for deeper engagement with our members," said **Tony Mravle Jr., CEO of KSKJ Life**.

"We are happy to welcome KSKJ Life as our newest partner. We have been providing state-of-the-art technology at affordable prices for years. We are excited to bring our first fraternal client on the native-cloud platform and we hope to add more in the very near future. Our platform enables fraternal organizations to streamline end-to-end front-office capabilities by helping the agent, home-office personnel and members to collaborate in real time," said **Pranav Pasricha, CEO of Intellect SEEC**.

**About KSKJ Life:**

KSKJ Life is a community-focused life insurance company that has advocated for families and communities for over 120 years. As a not-for-profit fraternal organization, we exist to serve our members, not profit from them. In a financial market cluttered with risk, distrust and detachment, we aim to connect. When you connect with KSKJ Life, you connect for life. For more details, visit [www.kskjlife.com](http://www.kskjlife.com)

**About Intellect Design Arena Limited:**

Intellect Design Arena Ltd, a specialist in applying true digital technologies, 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 and Markets (iRTM), and Insurance (Intellect SEEC). 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 and solutions for Banking and Insurance, with design being the company's key differentiator in enabling digital transformation. FinTech 8012, the world's first design center for Financial Technology, 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, visit [www.intellectdesign.com](http://www.intellectdesign.com).

**About Intellect SEEC:**

Intellect SEEC, 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](http://www.intellectseec.com)

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