

Intellect/SEC/2017-18

March 07th, 2018

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** -United Bank of India launches "Pragati & Suvidha Credit Cards" powered by Intellect Digital Credit Card Management System - Reg

Please find enclosed herewith a copy of proposed Media Release dated March 07, 2018 titled as "United Bank of India launches "Pragati & Suvidha Credit Cards" powered by Intellect Digital Credit Card Management System".

Kindly take the above information on record.

Yours truly,
for **Intellect Design Arena Limited**



V V Naresh
Company Secretary and Compliance Officer
Encl : As Above



Intellect Design Arena Limited

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United Bank of India launches “Pragati & Suvidha Credit Cards” powered by Intellect Digital Credit Card Management System

End-to-end implementation of Credit Card Management System in 90 days

Chennai (India), March 07, 2018: Intellect Design Arena Ltd, a specialist in applying true Digital Technologies and a global leader in Financial Technology across Banking and Insurance, has announced today the successful roll-out of Intellect Digital Credit Card Management System comprising of Intellect Digital Cards and Intellect Digital Origination for United Bank of India.

This marks Intellect's first end-to-end business solution deal, handling Technological Infrastructure, Operations, Product Implementation and Management, and Marketing for the bank. From Intellect Digital Card Management System to Intellect Digital Card Origination System, Intellect Digital Loyalty Management to Intellect Digital Fraud Management, the credit card management system saw a rapid implementation in three months including network (RuPay Certification) increasing United Bank of India's speed to market. This is a complete hosted solution where Intellect provides and manages the Data Centre/Disaster Recovery (DC/DR) infrastructure along with all associated network components. As part of the managed services model, Intellect also provides entire back-office support and customer service centres including call-centre infrastructure and resources.

Rajesh Saxena, Chief Executive Officer, Global Consumer Banking, Intellect Design Arena, said, “With India moving towards a cashless economy, we are glad to have enabled yet another major nationalised bank join the movement. This implementation at United Bank of India has a robust and scalable architecture enabling un-disrupted cardholder transactions. Intellect Digital Credit Card Management System comes inbuilt with MCP Technology (Multiple Cards on a Single Plastic), which can enable the Bank extend a variety of lending variants on a single credit card account. With the latest technology being offered, both the bank and its customers can look at enhanced customer engagement and experience across all channels.”

At the product launch, **Shri. Pawan Bajaj, Managing Director & CEO, United Bank of India** unveiled Pragati and Suvidha Credit Cards in the presence of **Shri. Ashok Kumar Pradhan, Executive Director, United Bank of India**, other Senior Executives of the Bank, National Payment Corporation of India (NPCI) and **Shri. Rakesh Sinha, Executive Vice President, Intellect Design Arena Ltd** and the other key officials from Intellect.



Photo Caption: (Left to Right): Shri Md. Abdul Wahid, GM - Retail Banking & Marketing, United Bank of India; Shri Ashok Kumar Pradhan, Executive Director, United Bank of India; Shri Pawan Kumar Bajaj, MD & CEO, United Bank of India; Shri Rakesh Sinha, Executive Vice President, Intellect Design Arena Ltd and Shri Deep Sood, Associate Vice President, NPCI.

Speaking on the occasion, the **United Bank of India's Managing Director & CEO, Sri Bajaj**, emphasized on the need to have all available Digital Channel products in the Bank to meet the demands of the customers. He assured that meeting the expectation of the customers is the prime objective of the Bank and the customers will be served with the latest products so that they do not have to look beyond United Bank of India for their Banking requirements.

The Executive Director of United Bank of India, Sri Pradhan, in his address, reminded that the young and new generation customers whose inclination is towards ease of operations are always on the lookout for new initiatives. Technology driven products serve as the prime attraction for retention and addition of such young people in the Bank's clientele. Emphasizing on the strong connect of the elderly and aware customers, he said that technology driven products would give them an ease of operation from their convenient and comfortable locations.

Intellect Cards is a highly scalable and flexible system, benchmarked at IBM labs to handle volumes of over 10 million plus card volumes with 12 million transactions per month and 1000+ concurrent users. It meets global interface standards and thus integrates seamlessly with VISA, MasterCard or any private label issuer system. The cards platform supports traditional magnetic stripe cards as well as EMV Chip Card (Europay, MasterCard and Visa) complying with the latest EMV mandates. On the other hand, Intellect Digital Origination is a one-stop source for originating credit applications across various types of financial products ensuring a standardized, streamlined origination process.



About Intellect Design Arena Limited

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies and a global leader in Financial Technology, 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 & 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 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, please visit <http://www.intellectdesign.com>

About United Bank of India

United Bank of India is one of the 14 major banks which were nationalized on July 19, 1969. Its predecessor the United Bank of India Ltd., was formed in 1950 with the amalgamation of four banks viz. Comilla Banking Corporation Ltd. (1914), Bengal Central Bank Ltd. (1918), Comilla Union Bank Ltd. (1922) and Hooghly Bank Ltd. (1932). United Bank of India played a significant role in the spread of banking services in different parts of the country, more particularly in Eastern and North-Eastern India. For further information on United Bank of India, please visit, <https://www.unitedbankofindia.com>

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