

Polaris' Intellect Design Makes Street Debut, Eyes 20% Growth

In March, firm had announced splitting its services and products biz into separate cos

Our Bureau

Mumbai: Intellect Design Arena, the newly-listed banking products arm of Polaris Financial Technologies, will increase its sales and marketing investments as it looks to grow beyond the \$100-million topline mark.

In March, Polaris had announced that it was splitting its services and products business into separate companies to ensure that each received adequate attention and to help accelerate the products business which had a higher growth potential. Intellect was listed on the stock exchanges in Mumbai on Thursday.

"The products business can grow 20% year-over-year. We will increase our sales investment by ₹50 crore a year to help grow the business further," Arun Jain, chairman and managing director of Intellect told ET. Jain said the company had invested ₹200 crore in sales in 2014 and would invest ₹250 crore in the next year.

The company would continue to spend ₹100 crore a year in research and development.

While product companies typically look at acquisitions as a strategy, Jain said inorganic growth would not be a focus in the near term. "Currently, we are looking at cross selling to customers and penetrating the market further for growth. We are not looking at acquisitions for at least the next 24 months," he added.

Intellect has four lines of business for its products – global



transaction banking, global consumer banking, risk & treasury management and insurance.

The transaction banking business has greater penetration in markets such as the United States and the United Kingdom and will help businesses such as global consumer banking make head-

way in those regions. "We will be hiring senior people from the consumer banking sector for those markets to help them move into those regions," Jain said.

Company had invested

₹200 crore in sales in 2014 and will invest

₹250 crore in the next year

Jain said.

Intellect has been hiring from its competitors such as Fundtech and from banks including JPMorgan and HSBC, to build a strong base of experienced talent to sell its products.

"The Global Transaction Banking business has hired 15 people in senior positions last year and we will continue to look at those hires. It is better to talk to customers about their business and then assess how technology can help," Manish Maakan, chief executive office of the global transaction banking business, said.

Intellect's shares were locked at the upper circuit at ₹72.45 at close of trade on December 18.