

India's Leading E-commerce Giant Selects Purple Fabric Accounts Payable to Revolutionise Financial Operations at Scale

Business Impact AI powers faster cycle times, improved working capital visibility, and enterprise-scale financial control

Chennai (India), March 30, 2026: [Intellect Design Arena](#), a global leader in AI-First, enterprise-grade financial technology, today announced that **one of India's Leading E-commerce Giants, serving a registered user base of more than 500 million, has selected Purple Fabric Accounts Payable** to transform financial operations and streamline workflows across its extensive network of sellers and partners.

As the enterprise continues to scale its operations, it operates at a magnitude defined by a marketplace offering over 150 million products across 75+ categories. Today, the platform supports a seller ecosystem of nearly 1.5 million merchants and partners, with industry estimates placing GMV in excess of Rs. 1.5 lakh crore. With over 7 million shipments processed in a single day, the e-commerce entity operates in a high-volume environment, making complex vendor reconciliations and payments a significant operational challenge. At this scale, even marginal inefficiencies can impact financial outcomes, seller experience, and overall ecosystem trust.

From Automation to Autonomous Finance

Purple Fabric Accounts Payable addresses these challenges by eliminating manual bottlenecks, strengthening compliance, and delivering cost efficiencies at enterprise scale. Built on First Principles Thinking and powered by Open Business Impact AI, the platform enables a shift from task-based automation to autonomous, decision-led financial operations, allowing enterprises to manage complexity, scale, and financial control in real time.

Delivering Business Impact at Scale

The platform empowers the e-commerce leader to transform financial operations through:

- **AI-Powered Invoice Processing:** Utilising advanced AI and Cognitive Data Graph (CDG) technology, Purple Fabric Accounts Payable ensures high-accuracy data extraction from diverse invoice formats, reducing manual intervention across high-volume seller transactions.
- **End-to-End Financial Workflow Automation:** Intelligent multi-way matching and automated approvals streamline the AP process, accelerating payout cycles and improving vendor trust.
- **Scalability with Composable Architecture:** The microservices-driven framework allows the entity to customise workflows and integrate seamlessly with its existing complex tech stack, supporting large-scale transaction volumes without disruption.

- **Regulatory Compliance & Governance:** Embedded security protocols and real-time audit trails ensure adherence to Indian and global financial regulations, strengthening financial control and audit readiness.

Collectively, these capabilities enable faster financial cycles, improved accuracy in high-volume environments, and stronger working capital control at scale.



Debanjan Kumar, CEO, Intellect Digital Technology for Commerce (iDTC), Intellect Design Arena, said, *“Accounts Payable is no longer a back-office function. It is becoming a critical lever for financial control, working capital efficiency, and ecosystem trust in high-scale digital commerce. For one of India’s leading e-commerce giants, this means the ability to operate with greater speed, precision, and financial discipline, strengthening its competitive edge in a rapidly evolving market. With Purple Fabric Accounts Payable, we are enabling enterprises to embed intelligence directly into*

financial decisioning, creating systems that continuously learn, adapt, and optimise. This marks a shift from managing processes to orchestrating outcomes, where finance becomes proactive, predictive, and integral to business growth.”

About Intellect Design Arena Limited

Intellect Design Arena Ltd is a global leader in AI-First, enterprise-grade financial technology, architected from first principles to deliver measurable business impact at scale. With three decades of domain expertise, Intellect delivers composable, intelligent platforms across Wholesale Banking, Consumer Banking, Central Banking, Wealth, Capital Markets, Treasury, Insurance and Digital Technology for Commerce. Applying First Principles Thinking and Design Thinking, Intellect has elementalised financial services into a finite set of Events, Microservices and APIs, enabling faster, modular transformation with predictable and measurable outcomes.

At the heart of this AI-First architecture are eMACH.ai, the world’s most comprehensive, composable and intelligent open finance platform; Purple Fabric, the world’s first Open Business Impact AI platform; and iTurmeric, a composable integration and configuration platform. A pioneer in applying Design Thinking at enterprise scale, Intellect’s 8012 FinTech Design Center, the world’s first Design Center dedicated to Design Thinking principles, underscores its commitment to continuous, outcome-driven innovation. Intellect serves over 500+ customers across 61 countries, supported by a global workforce of domain, solution and technology experts. For more information, visit www.intellectdesign.com

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