

## Purple Fabric Gains Strong Momentum in India with Strategic Deal Mandate from a Leading Financial Services Group

*Enterprise-Scale Deployment Across Five Entities of a Leading Indian Financial Services Group  
Marks a Major Milestone for Governed AI*

**Chennai, India, February 24, 2026:** [Intellect Design Arena Ltd.](#), a global leader in AI-First, enterprise-grade financial technology, today announced that a leading Indian financial services group has selected its Purple Fabric platform to drive enterprise-scale AI transformation across its ecosystem.

This engagement represents a major milestone for Purple Fabric in India and reinforces growing market confidence in governed, enterprise-ready AI platforms purpose-built for regulated financial institutions.

The customer, a leading diversified financial services organisation with a strong digital-first strategy, offers a broad portfolio including consumer lending, merchant lending, insurance, payments, asset management, and wealth solutions. With deep technology integration and scalable infrastructure, the group is focused on delivering inclusive, intelligent, and frictionless financial services to millions across India.

### Strategic Multi-Entity Deployment

The mandate will initially cover five entities within the group, establishing a strong foundation for a long-term enterprise-wide AI adoption. The platform will enable enhanced operational intelligence, cross-functional collaboration, stronger governance controls, and measurable business impact across core financial workflows.

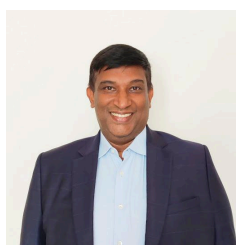
Built using First-Principles Thinking and reinforced by Design Thinking-led solution discovery, Purple Fabric integrates knowledge derived from over three decades of domain expertise and more than 20 million engineering hours. The platform offers a robust suite of enterprise-ready Digital Experts that are already deployed and trusted by global financial institutions.

Purple Fabric enables enterprises to operationalise AI through four foundational technology stacks. These include the **Enterprise Knowledge Garden (PF EKG)**, which provides a unified, continuously updated domain data fabric, **Enterprise Digital Experts (PF EDE)**, a multi-agent orchestration layer that automates and augments enterprise tasks across credit, risk, compliance, and customer experience, **Enterprise Governance (PF Govern)**, embedding observability, auditability, and fairness controls to ensure trust and regulatory compliance, and the **LLM Optimisation Hub (PF MOH)**, an LLM-agnostic layer that optimises speed, accuracy, and cost through intelligent benchmarking and resource allocation.

## Eight-Month Competitive Evaluation

The mandate follows an extensive and highly competitive evaluation process spanning eight months. Intellect was assessed alongside multiple vendors through deep-dive workshops, rigorous technical architecture assessments, structured boot camps, and detailed multi-level discussions across business and technology leadership teams.

Purple Fabric's deterministic knowledge architecture, governance-first design, and enterprise orchestration capabilities were instrumental in securing the engagement.



**Ramanan S V, Chief Executive Officer, India and South Asia, Intellect Design Arena Limited**, said, *"India's financial services sector is entering a defining phase where AI must move beyond experimentation and become a structured enterprise capability. In regulated environments, intelligence must be governed, deterministic, and aligned to generating measurable business impact. Purple Fabric was built to operationalise AI at scale, enhancing decision velocity, strengthening risk and compliance frameworks, and delivering superior customer experiences. This mandate reflects a clear strategic intent by forward-looking financial institutions to move beyond experimentation and embed AI into the core of their business architecture. We are proud to partner in shaping that transformation."*

## Expanding Purple Fabric Momentum in India

This mandate comes at a time when Intellect is accelerating the expansion of Purple Fabric across enterprise and academic ecosystems in India.

Recently, Intellect introduced **Enterprise AI on Tap**, a scalable model enabling enterprises to operationalise governed AI with measurable business outcomes. Intellect also launched **Academic TeamSpace**, designed to transform institutions into AI-ready campuses, and **HR TeamSpace**, focused on enhancing enterprise team productivity through structured AI collaboration.

These initiatives were showcased at the India AI Impact Summit 2026, where Intellect presented its vision for Business Impact AI, emphasising deterministic knowledge, enterprise governance, and operational intelligence for regulated industries.

Together, these developments signal Intellect's commitment to building India's most trusted enterprise AI ecosystem.

## 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](http://www.intellectdesign.com)*

**For Media related info, please contact:**

Nachu Nagappan  
Intellect Design Arena Ltd  
Mob: +91 89396 19676  
Email: [nachu.nagappan@intellectdesign.com](mailto:nachu.nagappan@intellectdesign.com)

**For Investor related info, please contact:**

Praveen Malik  
Intellect Design Arena Limited  
Mob: +91 89397 82837  
Email: [praveen.malik@intellectdesign.com](mailto:praveen.malik@intellectdesign.com)