

## One of the largest private banks in India goes live with Intellect Digital Wealth Solution for its Gujarat International Finance Tec-City (GIFT City) Branch

*Intellect's contextual, composable and omnichannel digital wealth platform will help the bank empower its relationship managers to deliver hyper-personalized service*

**Chennai, India, December 27, 2022:** Intellect Design Arena Ltd, a cloud-native, future-ready multi-product FinTech company for the world's leading financial and insurance clients, went live with its front office solution, **RM Office Lite**, at one of India's largest private banks. The solution was earlier deployed at two of the bank's international booking centers; this implementation is now live at one of India's potentially major financial centers - Gujarat International Finance Tec-City (GIFT City).

Intellect Wealth Qube®'s Front Office Solution, RM Office Lite, is a design-thinking led solution modeled around the relationship managers' day-to-day tasks. It's composable, BIAN compliant architecture makes the solution easily scalable and innovation-led, allowing the bank to progressively modernize functionalities and add new features with the changing market conditions and business needs. The solution promises to empower relationship managers with the necessary tools to deliver hyper-personalized service to customers.



**Banesh Prabhu, CEO, IntellectAI** said, "Intellect recognizes the changing dynamics in wealth management and has constantly focused on refining its solution to suit the changing customer demographics and industry needs. RM Office Lite is a tailored product that addresses this private bank's specific needs to provide hyper care to their HNI clients in a highly digitized world. Intellect Wealth ecosystem will enable the bank to innovate widely and progressively modernize with upgrades for a complete front office suite for its relationship managers. By simply plugging in advanced AI/ML capabilities, the platform will increase efficiency through hyper automation, provide hyper personalized customer experience and enforce robust compliance."

Intellect's end-end digital wealth platform - Wealth Qube®, a cloud-native, API-first, obsolescence proof platform, has out-of-the-box modular front, mid and back office capabilities that enable wealth and private banking businesses to innovate and scale quickly. The efficacy of the platform has been well tested and already caters to the gambit of business needs across markets. The platform has been a partner of choice for global banks, and for some visionary banks in the Middle East and the Asia Pacific partnering in their business growth vision.

**About Intellect Design Arena Limited**

Intellect Design Arena Ltd. has the world’s largest cloud-native, API led microservices-based multi-product FinTech platform for the Global leaders in Banking, Insurance and Capital Markets. It offers a full spectrum of banking and insurance technology products through its four lines of businesses - Global Consumer Banking, Global Transaction Banking, Risk, Treasury and Markets, and Insurance. With over 30 years of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives.

Intellect pioneered Design Thinking to create 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 serves over 270 customers through offices in 57 countries and with a diverse workforce of solution architects, domain and technology experts in major global financial hubs around the world. For further information on the organisation and its solutions, please visit [www.intellectdesign.com](http://www.intellectdesign.com)

**About IntellectAI**

IntellectAI offers a suite of contemporary artificial intelligence products and data insights triangulated from thousands of sources that take a strategic approach to tackling the biggest challenges for the wealth and insurance industries. Our underlying technology powers sophistication with simplicity ensuring an engaging and insightful user journey.

Our AI cloud native products are known to address the most complex business objectives with the highest accuracy of outcome. Our skilled technical experts and data scientists seamlessly augment our customer teams to accelerate their transformation journey, easily adapting as business models and technology evolves. [www.intellectai.com](http://www.intellectai.com)

<b>For Media related info, please contact:</b> Nachu Nagappan Intellect Design Arena Ltd Mob: +91 89396 19676 Email: <a href="mailto:nachu.nagappan@intellectdesign.com">nachu.nagappan@intellectdesign.com</a>	<b>For Investor related info, please contact:</b> Praveen Malik Intellect Design Arena Limited Mob: +91 89397 82837 Email: <a href="mailto:Praveen.malik@intellectdesign.com">Praveen.malik@intellectdesign.com</a>
---	---