

## Intellect's Purple Fabric, India's Judgment-Centric Open Business Impact AI Platform, now available as "Enterprise AI on Tap"

*Delivers decision-grade AI infrastructure on a disruptive, industry-first monthly subscription plan of ₹99,500*

*Challenging high-cost global probabilistic AI enterprise platforms, Intellect democratizes AI for large-scale adoption*

Chennai, India, February 13, 2026: [Intellect Design Arena Ltd.](#), a global leader in AI-First, enterprise-grade financial technology, today announced that **Purple Fabric, India's Judgment-Centric full-stack Open Business Impact AI platform, is now available as an Enterprise AI on Tap at ₹99,500 per month, enabling up to 50 users** to deploy and scale Business Impact AI without the traditional infrastructure burden. The move positions reliability-first artificial intelligence as certified, trustworthy, governance-ready institutional infrastructure.

Conceptualised and engineered in India since 2016 by Intellect's dedicated Enterprise AI Research Program, Purple Fabric represents a structural shift in how institutions adopt artificial intelligence. **Made in India for the global world**, the platform positions our country not merely as a consumer of AI technology, but as a creator of trustworthy enterprise AI infrastructure. Designed for mid-market enterprises, financial institutions, IT services firms, academic ecosystems and government environments, Purple Fabric enables organisations to deploy consequence-aware AI without building large internal AI departments or committing to capital-intensive infrastructure projects.

### **AI as Institutional Infrastructure**

Purple Fabric transforms AI from experimental capability into institutional infrastructure. While global AI adoption has expanded rapidly, enterprises continue to encounter reliability plateaus, governance gaps and unpredictable costs when AI is applied to real-world regulated workflows. Most probabilistic AI systems optimise for speed and fluency, yet enterprises operate in environments where decisions carry regulatory, financial and societal consequences.

Purple Fabric introduces a judgment-centric architecture that enforces deterministic enterprise knowledge governance, context-bound reasoning, measurable reliability thresholds and full decision auditability. Under structured deployment models, the platform demonstrates reliability aligned with institutional expectations, enabling AI adoption in finance, procurement, compliance, governance and other high-consequence environments. The shift is architectural rather than incremental: AI moves from assistance to accountable infrastructure.

## Enterprise-Grade AI at a Disruptive Cost

Purple Fabric is positioned to make enterprise-grade AI infrastructure accessible to mid-sized and large organisations at a disruptive cost of ₹99,500 per month. The pricing model reflects a shift away from capital-intensive AI deployments toward operational infrastructure that enterprises can adopt without multi-crore upfront investment.

At less than the monthly cost of an experienced IT engineer or architect, organisations gain access to a full-stack AI reliability architecture that would traditionally require dedicated research teams, bespoke integration programs and significant infrastructure overhead.

Under this model, organisations can:

- Deploy structured AI governance without a large upfront investment
- Integrate with existing AI and enterprise systems
- Scale reliability controls across departments
- Improve auditability and compliance readiness
- Standardise AI decision frameworks across business units
- Reduce operational risk associated with probabilistic automation

The result is a shift from ad hoc AI experimentation toward institution-grade deployment, where cost predictability aligns with governance discipline.

## Structural Shift in Enterprise AI Access

Purple Fabric represents a deliberate disruption of the dominance emerging in global enterprise AI capability. Production-grade AI infrastructure has increasingly consolidated around high-cost platforms, restricting advanced AI deployment to a narrow tier of organisations.

Purple Fabric introduces an alternative architecture: governed, production-grade AI delivered as shared infrastructure rather than exclusive engineering privilege. Enterprises gain independence, cost predictability and operational discipline while retaining full ownership of institutional knowledge.

At the architectural level, the platform is built around three foundational principles:

- Curated and catalogued enterprise knowledge frames as structured inputs
- A multi-agent reasoning system with embedded Socratic dialogue mechanisms
- Triangulation of agentic skills, perspectives and behavioural governance

Designed using First Principles Thinking and Design Thinking, Purple Fabric converts AI capability into consequence. Business-grade accuracy, auditability and institutional trust are embedded at the system level rather than layered afterward.

The platform is delivered through four tightly integrated technology stacks:

- **Enterprise Knowledge Garden (EKG) Designer:** A unified knowledge fabric that continuously curates and feeds trusted enterprise data to AI agents
- **Digital Expert Designer:** A multi-agent layer that deploys domain-specific AI personas to automate and augment enterprise workflows at scale
- **LLM Benchmarking and Optimisation:** Built-in auditability, security and fairness to ensure trusted, compliant AI operations
- **Certified Enterprise Governance:** An LLM-agnostic layer that balances speed, accuracy and cost through intelligent benchmarking and optimisation

### Secure Enterprise Knowledge Ownership

At the core of Purple Fabric is the Enterprise Knowledge Garden, a private intelligence fabric ensuring organisations retain full ownership of institutional knowledge. Unlike public AI systems that rely on uncontrolled probabilistic data pools, Purple Fabric operates on curated enterprise knowledge frames and deterministic knowledge grids.

This architecture protects proprietary intelligence, enforces entitlement controls and guarantees that AI reasoning remains auditable and policy-aligned. Enterprises scale intelligence without surrendering knowledge control.

### Enterprise Integration and Regulatory Readiness

Purple Fabric integrates seamlessly with Google Workspace, Microsoft 365, enterprise databases and national digital infrastructure. The platform includes WhatsApp enterprise integration and enterprise connector kits.

Purple Fabric is backed by Intellect's **ISO/IEC 42001 certification**, the global standard for AI Management Systems, validating its deterministic trust architecture built on governance, transparency and operational resilience. The certification reinforces Purple Fabric as a regulatory-grade enterprise AI platform engineered for high-compliance environments where auditability, ethical AI and institutional trust are foundational requirements.

The Purple Fabric Cloud is built on a five-layer security architecture, ISO-certified infrastructure and SOC 2 compliance. It aligns with RBI, UK, US, Canada and EU AI policy frameworks, designed for deployment in regulated institutional environments.

### Sector Transformation Through Governed AI

Purple Fabric serves as a unified intelligence infrastructure layer across industries where consequence, trust and governance define institutional success.

- **Financial Institutions and Insurance Companies:**

Enables banks, NBFCs, insurance companies, mutual funds, wealth and asset managers, capital markets firms and fintech ecosystems to reimagine products, customer engagement and credit intelligence using governed digital experts. Institutions deploy AI across underwriting, risk management, compliance, due diligence and operations while preserving private enterprise knowledge and regulatory discipline. The platform strengthens internal connected intelligence across lending, payments, treasury and advisory functions, allowing financial organisations to scale decision quality without exposing sensitive data.
- **Corporate Enterprises:**

Embeds AI across HR, finance and operational decision systems while protecting proprietary institutional knowledge. Multi-agent orchestration allows departments to scale intelligence under a central governance framework. Enterprises transform fragmented automation into a unified decision architecture that remains auditable, secure and policy-aligned.
- **Mid-Size IT Services Firms:**

Acts as an AI multiplier for delivery ecosystems by automating proposals, testing, HR workflows and contracts. Firms embed AI agents into client platforms, creating new revenue layers without heavy R&D investment. Purple Fabric allows mid-sized IT companies to compete in an AI-driven market with enterprise-grade capability.
- **Government and Regulators:**

Supports procurement, audit intelligence, approvals and complaints systems where transparency is critical. AI operates with entitlement controls and audit trails aligned to public governance standards. Regulatory institutions gain a scalable decision infrastructure that reinforces accountability.
- **Academic and Education Institutions:**

Orchestrates research knowledge, accreditation workflows and academic administration through secure institutional knowledge gardens. Enables AI-assisted learning, research synthesis and governance while preserving intellectual capital. Education systems gain an intelligence layer that enhances institutional memory.
- **Legal and Audit Firms:**

Deploys contract intelligence and compliance validation with full audit defensibility. Accelerates review cycles while preserving documentation integrity and regulatory accountability. Governed AI augments professional judgment rather than replacing it.

Across sectors, Purple Fabric functions as governed institutional intelligence - converting AI from experimental automation into accountable infrastructure.

### Purple Fabric Academy and Enterprise Rollout

Enterprise rollout is reinforced by the Purple Fabric Academy, an established capability ecosystem that enables organisations to operationalise governed AI through structured training and certification. The Academy supports leadership teams, architects and enterprise practitioners in designing secure knowledge frameworks, orchestrating multi-agent systems and implementing accountable AI governance at scale. Through ongoing boot camps, advanced certification programs and guided enterprise workshops, organisations gain the skills required to move from experimentation to disciplined AI infrastructure.

As adoption expands, Intellect continues to work with enterprises and government institutions through structured onboarding, enablement and guided deployment programs.

The announcement was made at a press conference in New Delhi on February 13, ahead of Intellect's participation in the India AI Impact Summit 2026, organised by the Ministry of Electronics and Information Technology (MeitY), to be held from February 16 to 20 in the national capital.



**Photo Caption:** (From Left to Right): **Hitesh Arora**, Global Program Head of Purple Fabric, Intellect; **Arun Jain**, Chairman and Managing Director of Intellect & Chief Architect of Purple Fabric; and **Deepak Dastrala**, Chief Technology Officer of IntellectAI, addressing a Press Conference in New Delhi on February 13



*“AI capability is no longer the constraint; reliability is,” said **Arun Jain, Chairman and Managing Director of Intellect Design Arena and Chief Architect of Purple Fabric.** “Enterprises do not hesitate because AI is weak; they hesitate because AI must earn the right to act. Purple Fabric is built around that principle. Organisations are moving beyond experimentation, and they now need judgment-centric, trustworthy AI that is safe enough to trust with real decisions. Purple Fabric is engineered as certified, governance-ready infrastructure where reliability, auditability and transparency are built into the architecture, not added*

*afterward. This allows institutions to deploy AI with confidence across finance, healthcare, governance and other mission-critical domains where consequence matters. The future of enterprise AI will belong to platforms that organisations can rely on every day, not just to generate answers, but to support accountable decisions.”*

**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).

<p><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></p>	<p><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></p>
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