

Parama Credit Union selects Intellect’s eMACH.ai Digital Engagement Platform to modernize experience for its 6500+ members

TORONTO, ON, March 9, 2026 - Intellect Design Arena, a financial technology company powering the world’s leading banks, credit unions, and insurance companies, has been selected by Parama Credit Union to drive its digital evolution through Intellect’s [eMACH.ai Digital Engagement Platform](#) (DEP). This collaboration equips Parama’s 6,500 members with a modern and highly personalized **digital banking experience**.

Since its establishment in 1952, Parama has grown into one of Ontario’s most resilient and forward-looking credit unions, with CAD 600 million in assets. The ability to innovate efficiently, while staying true to its core community-driven mandate, positions Parama for significant future expansion. [eMACH.ai](#) DEP platform fully supports this strategy, ensuring Parama remains ahead of industry transformation and well-equipped to deliver modern, intuitive experiences to current and future members alike.

With this partnership, Parama will benefit from:

- **Faster go-to-market with new product launches for members**, with an API-first, microservices architecture
- **Comprehensive digital servicing & enhanced fraud protection** with features like DIY card management facility for members, predictive recommendations, and real-time alerts
- **Enhanced back-office efficiency** through automated workflows, minimizing manual processing time and administrative overhead.
- **Faster mobile & internet banking campaigns** with pre-built ad templates and campaign manager
- **Optimized cost efficiency & increased scalability** with a shared multi-tenant, cloud-native SaaS model

Tarmo Lõbu, CEO, Parama Credit Union said, “Parama’s strength has always come from staying true to our roots while constantly evolving to meet the needs of our members. Our partnership with Intellect is a natural extension of that philosophy. Intellect’s eMACH.ai DEP platform provides us with the agility, scalability, and intelligent infrastructure to accelerate our growth and deliver an experience worthy of our increasingly diverse and expanding membership. This investment ensures Parama remains a strong, independent, and innovative credit union for decades to come.”



Rajesh Saxena, CEO of Intellect Global Consumer Banking, added, “We thank Parama Credit Union for partnering with us. This partnership reinforces our position as a **consistent choice for Canadian credit unions** seeking to modernize their digital infrastructure. Our **expertise in credit union-focused solutions** is embedded in the eMACH.ai platform, which is designed to balance community-driven mandates with the need for innovation, agile, cloud-native infrastructure to enable growth.

Furthermore, our commitment to the region is supported by a **growing talent pool based in Canada** dedicated to the credit union sector, ensuring our partners have the deep local domain expertise required to deliver intuitive, personalized experiences to their members.”

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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