

Intellect/SEC/2019-20

2nd April, 2019

1. National Stock Exchange of India Ltd.,
Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.

Scrip Code :
INTELLECT

2. BSE Ltd.
1st Floor, New Trade Ring, Rotunda Building, PJ Towers,
Dalal Street, Fort, Mumbai – 400 001.

Scrip Code :
538835

Dear Sirs,

Sub: Media Release - Intellect SEEC and APS join forces to deliver digital transformation in financial services

We are happy to announce a new partnership to advance digital transformation and innovation in the financial services industry. The new partnership enables APS to provide consulting and delivery services for Intellect SEEC's products across the UK and Europe.

APS has a strong engagement expertise in the financial sector and has successfully exceeded expectations through consistent on-time, on-budget delivery in a rapidly changing landscape. Since its arrival into the UK and European consulting market in 2015, APS has experienced continued revenue growth and increasing engagement wins across the region. By teaming up with Intellect SEEC, APS is now well-positioned to deliver new-age technology solutions built on cloud, big data and machine learning.

Please find enclosed herewith a copy of Media Release dated April 2, 2019 titled as " **Intellect SEEC and APS join forces to deliver digital transformation in financial services**"

Kindly take the above information on record.

Yours truly,
for **Intellect Design Arena Limited**



V V Naresh
Company Secretary and Compliance Officer



Intellect Design Arena Limited

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Intellect SEEC and APS join forces to deliver digital transformation in financial services

Partnership to advance digital transformation and innovation in the financial services industry

Piscataway, NJ and Canary Wharf, London: April 2, 2019 – Intellect SEEC, the insurance software division of Intellect Design Arena and Assurance Programme Solutions (APS) today, announced a new partnership to advance digital transformation and innovation in the financial services industry. The new partnership enables APS to provide consulting and delivery services for Intellect SEEC’s products across the UK and Europe.

[Intellect SEEC](#) has been providing product and solutions to the financial services and insurance industries for over 25 years across the UK, North America and APAC. The company has built a large set of products for life, wealth, pensions and general insurance, leveraging contemporary technologies like cloud, big-data and machine learning. Solidifying the company’s status as a pioneer in new age technologies, in 2018, the CIO Insider magazine rated Intellect SEEC among the 10 Most Recommended Financial Solution Providers.

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Pranav Pasricha, CEO of Intellect SEEC said, “Together with APS, we are excited to expand our reach into the UK and European markets. The APS team are very capable and have proven their delivery expertise and local financial services knowledge by successfully delivering complex change for large financial institutions. That gives us a lot of confidence while bringing on board the new clients in this geography.”



Mark Blake and Dave Newland, Co-founders of APS, commented, “This is a great step for APS on our journey to becoming a trusted specialist partner for clients who are undergoing transformational change. Across banking, financial services and insurance, our clients already know they can depend on us to deliver the right calibre of people. By teaming up with Intellect SEEC, we are now well-positioned to deliver new-age technology solutions built on cloud, big data and machine learning.”



Mark Blake

Dave Newland

About Intellect SEEC

Intellect SEEC leverages next generation technologies to solve complex insurance problems and create intelligent solutions that deliver results. Intellect SEEC have been working with insurers across the globe for over 20years, delivering value through core systems. However, we still consider ourselves as challengers. We work with established industry players and game changers alike to achieve a confluence of purpose and capabilities that questions the status quo and delivers exponential results to our network of stakeholders. Insurance is complex, but our solutions leverage big data, AI and conversational technologies to make it intuitive, engaging and insightful.

We have the vision of working with our clients and partners to deliver intelligent software that redefines insurance with speed, simplicity and sheer grit. www.intellectseec.com. To know more about Intellect Design Arena Limited, visit www.intellectdesign.com

About Assurance Programme Solutions

APS is a change and transformation specialist in the wealth and asset management industry and across financial services. We have a proven track record in delivery and experience within global banking, insurance, asset and wealth management. Since our creation, our passion for delivering business success for our clients has driven our vision, our company and every member of our APS consulting team. www.apsolutionsuk.com

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