

Intellect/SEC/2015-16

February 19, 2016

1. **The National Stock Exchange of India Ltd.,**
Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex,
Bandra (E), Mumbai – 400 051.
2. **The Bombay Stock Exchange Ltd.**
1st Floor, New Trade Ring, Rotunda Building, PJ Towers,
Dalal Street, Fort, Mumbai – 400 001.

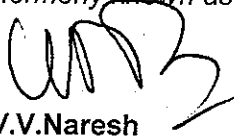
Dear Sirs,

Sub: **Media Release – Reg**

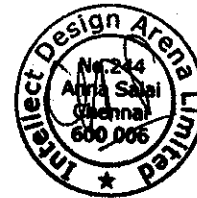
Please find enclosed herewith a copy of proposed Media Release dated February 19, 2016 titled as “UnMail wins the IDC Insights Award 2015 for Excellence in Innovation”.

Kindly take the above information on record.

Thanking you,
for **Intellect Design Arena Limited**
(formerly known as Fin Tech Grid Limited)



V.V.Naresh
Vice President-Company Secretary and Compliance Officer
Encl : As Above



Intellect Design Arena Limited

Registered Office: Polaris House, 244 Anna Salai, Chennai - 600 006, India | Ph: +91-44-3987 4000, 3984 3400 | Fax: +91-44-2852 3280
Corporate Headquarters: 34 IT Highway, Chennai - 603 103, India | Ph: +91-44-2743 5001, 3987 3000 | Fax: +91-44-2743 5166
www.intellectdesign.com



UnMail wins the IDC Insights Award 2015 for Excellence in Innovation

A force multiplier that communicates and collaborates internally, driving progressive digital transformation across organizations

Chennai (India), 19th February 2016: UnMail, Enterprise Social Network' (ESN) solution of Intellect Design Arena Ltd, received its 14th consecutive award at IDC Insights Award 2015 under the **Excellence in Innovation** category. The award has been conferred for its innovativeness in enabling digital transformation across enterprises, holistic collaboration and unified communication.

International Data Corporation (IDC), a premier global provider of market intelligence, advisory services, and events, honour the business and IT leaders who envisaged, conceptualized, and successfully executed a Technology Implementation at IDC Insights Awards.

The awards are curated to recognize the outstanding contributions of those CIOs and Business Leaders whose work is directly impacting competitive advantage, revenue growth and profitability through the leverage of technological and digital tools and methods. Appreciating the same, IDC recognizes CIO success through 6 categories of awards which includes Excellence in Innovation, Transformation, Customer Experience, Supply Chain Management, Employee Engagement and Social Impact.

On being felicitated with the prestigious award for Excellence in Innovation, **Shashi Mohan, EVP, Business Head - Enterprise Social Network (UnMail), CTO & CIO Intellect Design Arena Ltd** said, " *We are delighted to be recognized by IDC for a product that has been designed with proven and advanced innovative technology to meet the industry needs in the current dynamic digital era. UnMail is the first of its kind functional enterprise collaborative social platform that focuses on working effectively by enhancing collaboration, leveraging inherent knowledge and improving overall productivity and performance of the employees. Utilizing UnMail we have been able to spot trends, provide information to the employees in context, and leverage the wisdom of the organization to rapidly complete goals and surface previously hidden pockets of valuable information.*"

UnMail won the award for demonstrating top 3 business drivers:

- Eliminating fragmentation and scatter of information & knowledge and preventing inefficiencies of information management
- Solving problems with version control of documents sent via e-mail and duplicates of data at recipients end
- Unlocking the information inside the inbox to generate meaningful business insights

About Intellect Design Arena Limited

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies, is the world's first full spectrum Banking and Insurance technology products company, across global consumer banking (iGCB), Central Banking, Global Transaction Banking (iGTB), Risk & Treasury Management (iRTM), and Insurance (Intellect SEEC). With over 20 years of deep domain expertise, Intellect is the brand, progressive financial institutions rely on for digital transformation initiatives.

Intellect pioneered Design Thinking for cutting edge products & solutions for Banking and Insurance, with design being the company's key differentiator in enabling digital transformation. FT8012, the world's first design centre



for Financial Technology, reflects Intellect's commitment to continuous and impactful innovation addressing the growing need for digital transformation. With over 200 implementations, the company's performance is driven by over 3,000 Intellect solution architects, domain and technology experts, with a presence in major global financial hubs around the world and fully supported by design centers in multiple geographies serving as centers of innovation, collaboration and digital transformation, please visit <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	For Investor related info, please contact: Praveen Malik Intellect Design Arena Limited Mob: +91 89397 82837 Email: Praveen.malik@intellectdesign.com
---	---