

**intellect™**

Design for Digital

August 29, 2017

Intellect/SEC/2017-18

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

Scrip Code :

INTELLECT

2. **The Bombay Stock Exchange Ltd.**  
1<sup>st</sup> Floor, New Trade Ring, Rotunda Building, PJ Towers,  
Dalal Street, Fort, Mumbai – 400 001.

Scrip Code :

538835

Dear Sirs,


Sub: Media Release - Intellect SEEC Named as Technology Partner of Choice by the Ontario Medical Association - Reg

Please find enclosed herewith a copy of proposed Media Release dated August 29<sup>th</sup>, 2017 titled as "Intellect SEEC Named as Technology Partner of Choice by the Ontario Medical Association".

Kindly take the above information on record.

Thanking you,

for Intellect Design Arena Limited

  
V V Naresh

Company Secretary and Compliance Officer



**Intellect Design Arena Limited**

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## Intellect SEEC Named as Technology Partner of Choice by the Ontario Medical Association

*The medical association has chosen Intellect Distribution and Service platform to provide a seamless experience to customers, advisors and service representatives*

**New York, NY and Chennai (India): August 29, 2017** – Intellect SEEC, the insurance software division of Intellect Design Arena, has been chosen as the technology partner by the Ontario Medical Association (OMA). This move is set to benefit over thirty-nine thousand members of OMA, consisting of physicians, medical students, and retirees in the Ontario area.

Intellect will deploy its Distribution and Service suite, a cloud-native Life, Annuity and Health insurance platform along with its new agency management system (AMS) that includes advanced membership management capabilities.

Intellect's platform consists of capabilities ranging from membership and lead management, campaign management, quote and illustration, e-App, profile management to member servicing. It delivers an end-to-end multi-device digital experience for all channels including members with or without insurance, non-member associates, advisors, service representatives and the OMA administrative personnel.

Life insurance distribution and service are typically marked by multiple account log-ins, disjointed workflows and a huge reliance on paper. Add to that, the complexities of managing a separate membership onboarding and support system. With the Intellect Distribution and Service platform, advisors and reps can bid goodbye to paperwork.

Members can buy policies and participate in membership offerings on their mobile phones and make real-time requests and changes related to their products and member benefits. New Members and insurance customers can be brought on board through the platform. Payments of all types – dues, fees and insurance premium – can be handled in a single sign-on. Service representatives will be connected to cross-channel activities of a member and will be well-informed to handle queries of the member.

“At the OMA, we advocate for the wellbeing of our members throughout their lives from their first day at the medical school continuing past their retirement. By helping our advisors go paperless and by accurately assessing the coverage needs of our members, we will be able to service them better. We looked at many options in the market for different software, and decided to implement Intellect Distribution and Service platform because it covers the entire digital spectrum from new business to service,” said **Tom Magyarody, CEO, OMA**.

**Pranav Pasricha, CEO, Intellect SEEC** said, “We’re excited to partner with the OMA and congratulate them on making this transition to the digital platform. Customers expect the same level of service from insurance as from an online retail store. They want products tailored to their life situation and want to be able to make updates to their policies at their own convenience. Advisors need to be more productive and have no paperwork to deal with. Our distribution management platform is proven to do just that in a record deployment time of months, not years.”

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**About the OMA:**

The Ontario Medical Association (OMA) was founded in 1880 by physicians across the province of Ontario who encouraged the profession to unite and form a provincial medical association. Today, the OMA represents 39,000 physicians, medical students, and retirees.

OMA Insurance helps physicians understand and manage the insurance related risk in the professional and personal lives. As a licensed life insurance agency and general insurance broker, OMA Insurance Inc. helps members and their families assess their needs, select appropriate solutions, and then implement those solutions often by purchasing an insurance policy or policies.

**About Intellect Design Arena Limited:**

Intellect Design Arena Ltd, a digital technology product solutions provider to the Banking and Insurance industry, across Global Consumer Banking (IGCB), Central Banking, Global Transaction Banking (iGTB), Risk, Treasury & Markets (IRTM) and Insurance (Intellect SEEC). Intellect has created digital products & solutions for Banking and Insurance. FinTech 8012, a 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 4,000 Intellect solution architects, functional and technology experts, with a presence in global financial hubs around the world and supported by design centres in multiple geographies. Please visit <http://www.intellectdesign.com/>

For more info on IntellectSEEC visit: [www.intellectseec.com](http://www.intellectseec.com)

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