

Intellect/SEC/2018-19

November 20, 2018

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

**Scrip Symbol :**  
538835

Dear Sirs,

**Sub: Media Release -Intellect Distribution and Service Suite 3.0 wins esteemed Life Insurance International Award**

Kindly find the enclosed herewith a copy of proposed Media Release dated November 20, 2018 titled as “-Intellect Distribution and Service Suite 3.0 wins esteemed Life Insurance International Award”

Kindly take the above information on record.

Thanking you,  
For **Intellect Design Arena Limited**

  
**V V Naresh**  
Vice President-Company Secretary and Compliance Officer



**Intellect Design Arena Limited**

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## Intellect Distribution and Service Suite 3.0 wins esteemed Life Insurance International Award

*The new business and servicing platform for insurance was declared the Digital Innovation of the year among technology firms*

**Piscataway, NJ and Chennai (India) – November 20, 2018** – Intellect SEEC, the insurance software division of Intellect Design Arena was presented the Digital Innovation of the year award for its Intellect Distribution and Service Suite 3.0 from Life Insurance International. The Life Insurance International Awards celebrate the best in life and health insurance innovation from around the world and act as a benchmark for excellence.

[Intellect Distribution and Service Suite 3.0](#) is a comprehensive software that delivers exponential results across new business and servicing operations in Life, Wealth, Pensions and Annuities for the advisor, customer service representative and direct-to-customer channels. With this AI-powered platform, advisors, contact centre representatives and customers can engage and transact seamlessly across devices in real time and out-of-the-box.

Intellect Distribution and Service Suite is a 100 percent cloud-native offering. It consists of cloud solutions, RPA and a chatbot that enable cost-efficient operating models and better customer engagement with analytics, big data and AI for insurers.

“We created the Distribution and Service Suite to challenge the notion that insurance companies cannot excel at digital strategy or create addictive user experiences. We have now walked this talk by delivering incredible results for our clients like LIC in India,” said **Pranav Pasricha, CEO, Intellect SEEC**. “Whether it’s working with insurers to go-to market quickly, reducing their technology obsolescence or helping them get atop a single platform for all distribution and servicing needs, the product has been delivering value on all fronts. This award from Life Insurance International is a great source of industry encouragement for our teams.”

Patrick Brusnahan, Editor of Life Insurance International, said: “The awards this year have shown a clear dedication from the insurance industry to improve itself. Digital has made a huge impact this year, with AI and big data utilised in many of the winning nominations. Firms embracing change have been rewarded with greater customer engagement, improved annual results, and more.”

**About Life Insurance International Award**

With new market entrants threatening to drive change in the life and health insurance industries, it is becoming increasingly evident that digital disruption will impact every facet of the industry. Life Insurance International's Innovation Forum 2018 features innovative solutions to capitalise on the forces of technological, regulatory and market change that are sweeping away old practices. The solutions can help boost customer engagement, increase profitability, drive cost-efficiency and generate a personalised customer experience.

Learn more about the Life Insurance International Award at <https://www.verdict.co.uk/life-insurance-international/events/life-insurance-international-innovation-forum-awards-2018/#home>.

**About Intellect SEEC**

Intellect SEEC, the insurance software division of Intellect Design Arena, provides an extensive portfolio covering distribution, underwriting and claims. Intellect SEEC has been developing innovative insurance solutions to lower operating costs and increase premium volumes and margins for the last two decades. Over the last 25 years, the company has built strategic relationships with major insurance carriers in America, Canada, United Kingdom, India and the Far East. Intellect SEEC builds its innovative, low-cost solutions on a firm belief that while the underlying business and technology of insurance are complex, their application should not be. For more information on Intellect SEEC, visit [www.intellectseec.com](http://www.intellectseec.com). To know more about Intellect Design Arena Limited, visit [www.intellectdesign.com](http://www.intellectdesign.com)

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