

## **BOB Financial Solutions Limited selects Intellect Digital Cards to provide end-to-end Credit Card Management System**

*A complete solution supporting the Credit Cards business encapsulating Application Processing, Card Account Life Cycle Management and Collections*

**Chennai (India), January 9, 2018:** Intellect Design Arena Ltd, a specialist in applying true Digital Technologies and a global leader in Financial Technology across Banking and Insurance, announced today that BOB Financial Solutions Limited, a wholly owned subsidiary of Bank of Baroda has selected Intellect Digital Credit Card Management System, Intellect Digital Origination and Intellect Digital Debt Management for Credit Card operations. The solution will connect to the Schemes of VISA and MasterCard for servicing the credit card holders of BOB Financial.

Intellect Digital Cards support both traditional magnetic stripe and EMV Chip cards complying with the latest EMV mandates thereby enabling banks to provide a better customer experience. It meets global interface standards and can integrate seamlessly with VISA, MasterCard or any private label issuer system. The platform supports load balancing, true application-level synchronization and unlimited scalability thereby ensuring 100% availability and higher technology performance.

Empowered with the MCP Technology (Multiple Cards on a Single Plastic) feature, the platform renders immensely powerful mechanisms for BOB Financial to extend variety of lending variants on a single credit card account. This technology can be extremely useful for further roll out of newer products and business expansion plans. Intellect Digital Cards will offer a 360 degree digital transformation from online portal, apps to mobile functionality. This 'new age' technology will seamlessly enable transition from the conventional system to a complete online solution with instant processing of requests.

**K. Srinivasan, President, Growth Markets, Intellect Design Arena said,** "BOB Financial Solutions Limited's decision in choosing Intellect as their digital transformation partner to enable them through this journey is a prestigious moment for us. With the latest technology being offered, both the bank and its customers can look at enhanced customer engagement and experience across all channels. Having been performance benchmarked in IBM Labs for handling volumes of 10 million cards, 12 million transactions with 1000+ concurrent users is proof of the robustness of our solution."

**Sunit Vakharia CIO of BOB Financial Solutions Limited said, “We have chosen Intellect Cards to build our Core Credit Cards Platform which signifies our commitment to redefine BOB Financial in the Retail Credit space. This platform will provide fully digital Customer Experience addressing all business needs across Issuing, Fraud Monitoring, and Loyalty Management and Delinquency Management. BOB Financial will be able to provide highly personalized products suiting to individual customer needs through a state-of-the-art Web Portal and Mobile App. It will significantly improve customer experience, time to market innovative products and accelerate customer on-boarding.”**

**About Intellect Design Arena Limited**

Intellect Design Arena Ltd, a specialist in applying true Digital Technologies and a global leader in Financial Technology, 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 and Markets (iRTM), and Insurance (Intellect SEEC). With over 25 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. FinTech 8012, 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. Intellect generates annual revenues of more than USD 136 million, serving more than 200 customers through offices in 40+ countries and a diverse workforce of more than 4,000 solution architects, domain and technology experts, in major global financial hubs around the world. For further information on the organization and its solutions, please visit <http://www.intellectdesign.com>

**About BOB Financial Solutions Limited**

BOB Financial Solutions Limited (formerly known as Bobcards Limited) is the first NBFC to venture into the business of Credit Cards in India. Established as a wholly owned subsidiary of Bank of Baroda, the Company has been in the business of retail credit for over 2 decades. It offers wide range of credit cards to cater to specific needs of customers from all economic strata. The Company serves its customers through its 38 dedicated Area Offices and the vast branch network of Bank of Baroda across the country.

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