

INTELLECT/SEC/2017-18

September 20, 2017

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 :- Intimation under Regulation 30(6) of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to Regulation 30(6) and other relevant clauses of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the presentations being made to analysts and institutional investors on September 20th, 2017.

Kindly take the above information on record.

for Intellect Design Arena Limited



V V Naresh

Company Secretary and Compliance Officer

**Intellect Design Arena Limited**

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Corporate Headquarters: SIPCOT IT Park Siruseri, Chennai - 600 130, India. | Ph: +91-44-3341 8000

www.intellectdesign.com

BANKING ON INTELLECT

Investor and Analyst Summit | September 20, 2017

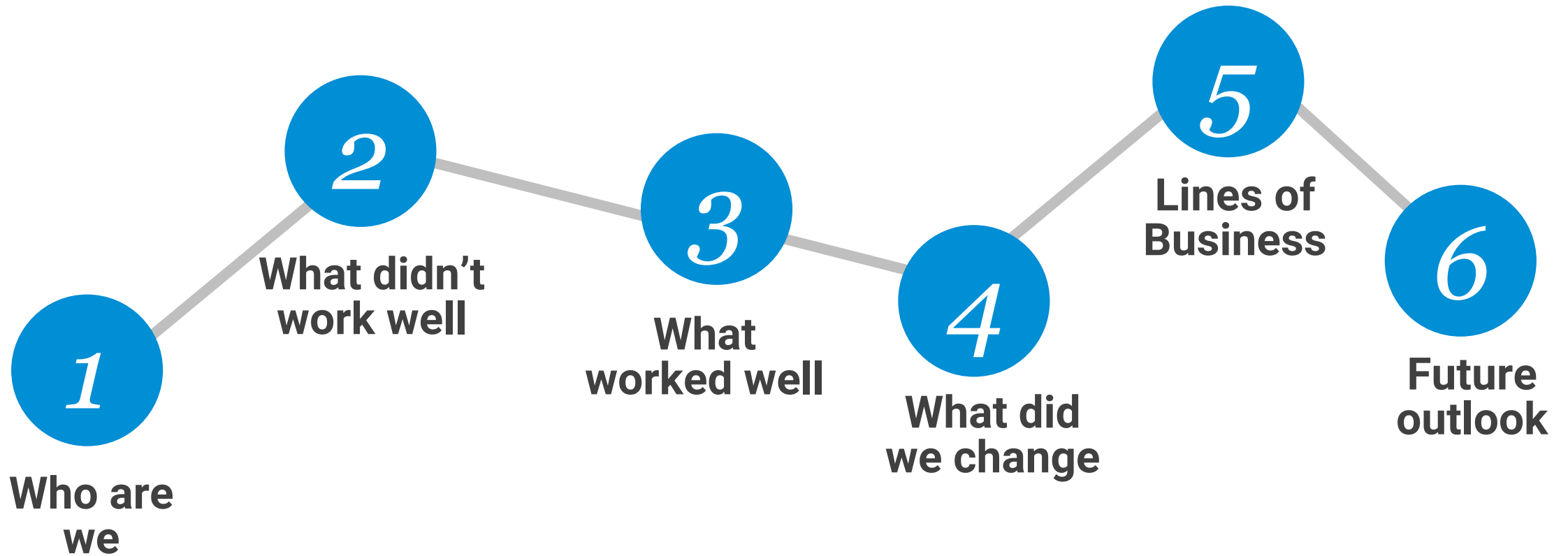


Safe Harbor Statement

Certain statements in this release concerning our future prospects are forward-looking statements. Forward-looking statements by their nature involve a number of risks and uncertainties that could cause actual results to differ materially from market expectations. These risks and uncertainties include, but are not limited to our ability to manage growth, intense competition among Indian and overseas IT Products companies, various factors which may affect our cost advantage, such as wage increases or an appreciating Rupee, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Intellect Design Arena has made strategic investments, withdrawal of governmental fiscal incentives, political instability, legal restrictions on raising capital or acquiring companies outside India, unauthorized use of our intellectual property and general economic conditions affecting our industry.

Intellect Design Arena may, from time to time, make additional written and oral forward-looking statements, including our reports to shareholders. These forward-looking statements represent only the Company's current intentions, beliefs or expectations, and any forward-looking statement speaks only as of the date on which it was made. The Company assumes no obligation to revise or update any forward-looking statements.

Structure of Presentation





WHO ARE WE?



Intellect is World #2 in Digital Banking



DIGITAL CHOSEN WELL AHEAD OF TIME



Global FinTech Leader for BFSI



LED BY INDEPENDENT LEADERSHIP TEAMS



WHAT DIDN'T WORK WELL

What Didn't Work Well

Our Guidance in 2016
failed to deliver

1

2

Unexpected Global events
like Brexit jerked the
guidance

Delay in Fund raising
by 2 quarters

3

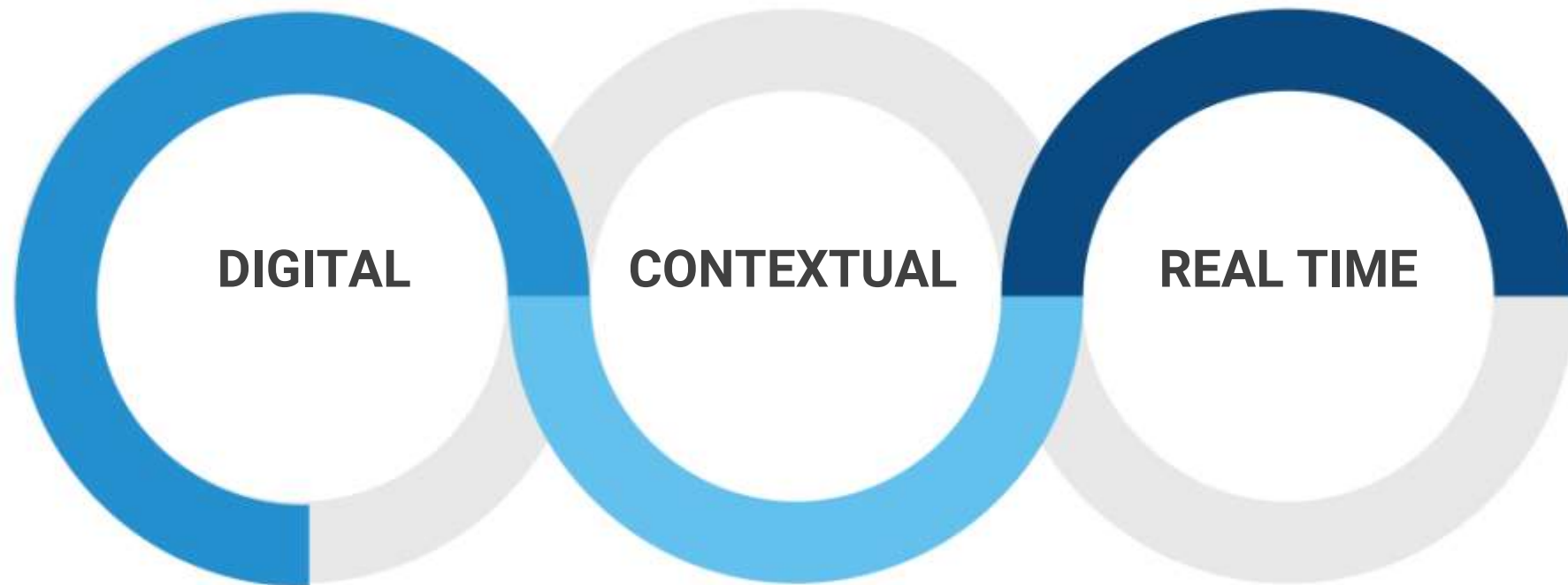
4

DSO went up to 180 days and
now corrected to 157 days in
last 2 quarters



WHAT WORKED WELL

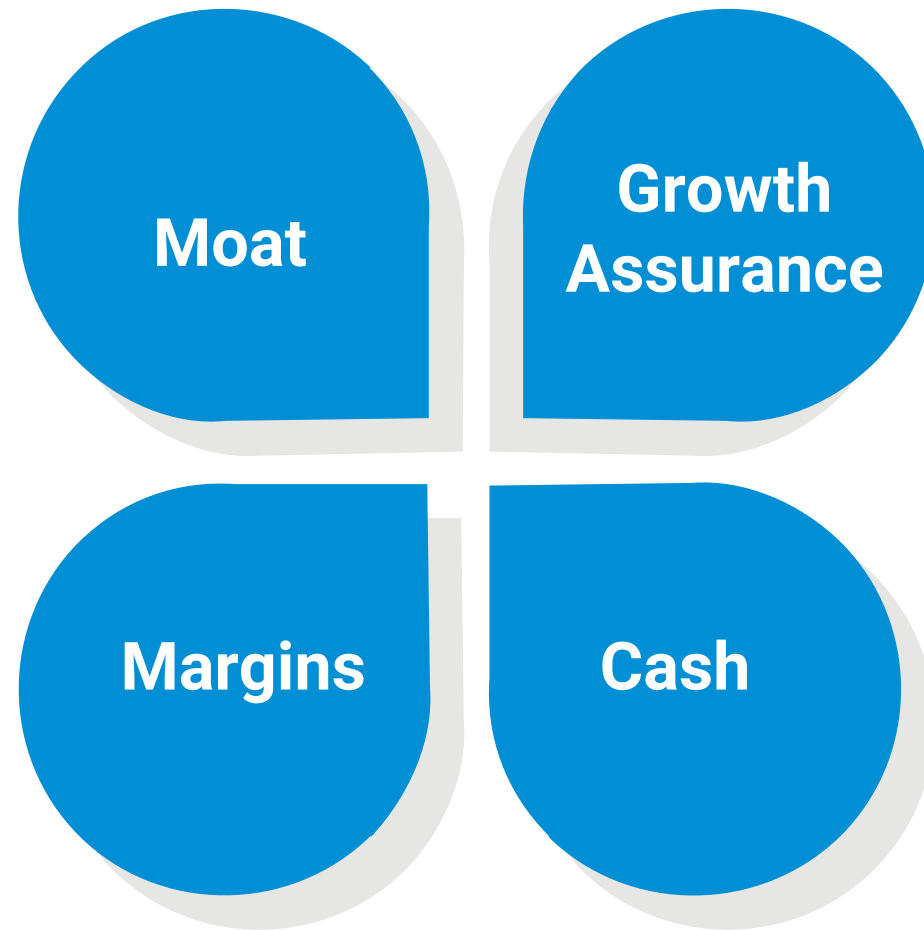
Intellect Strategy



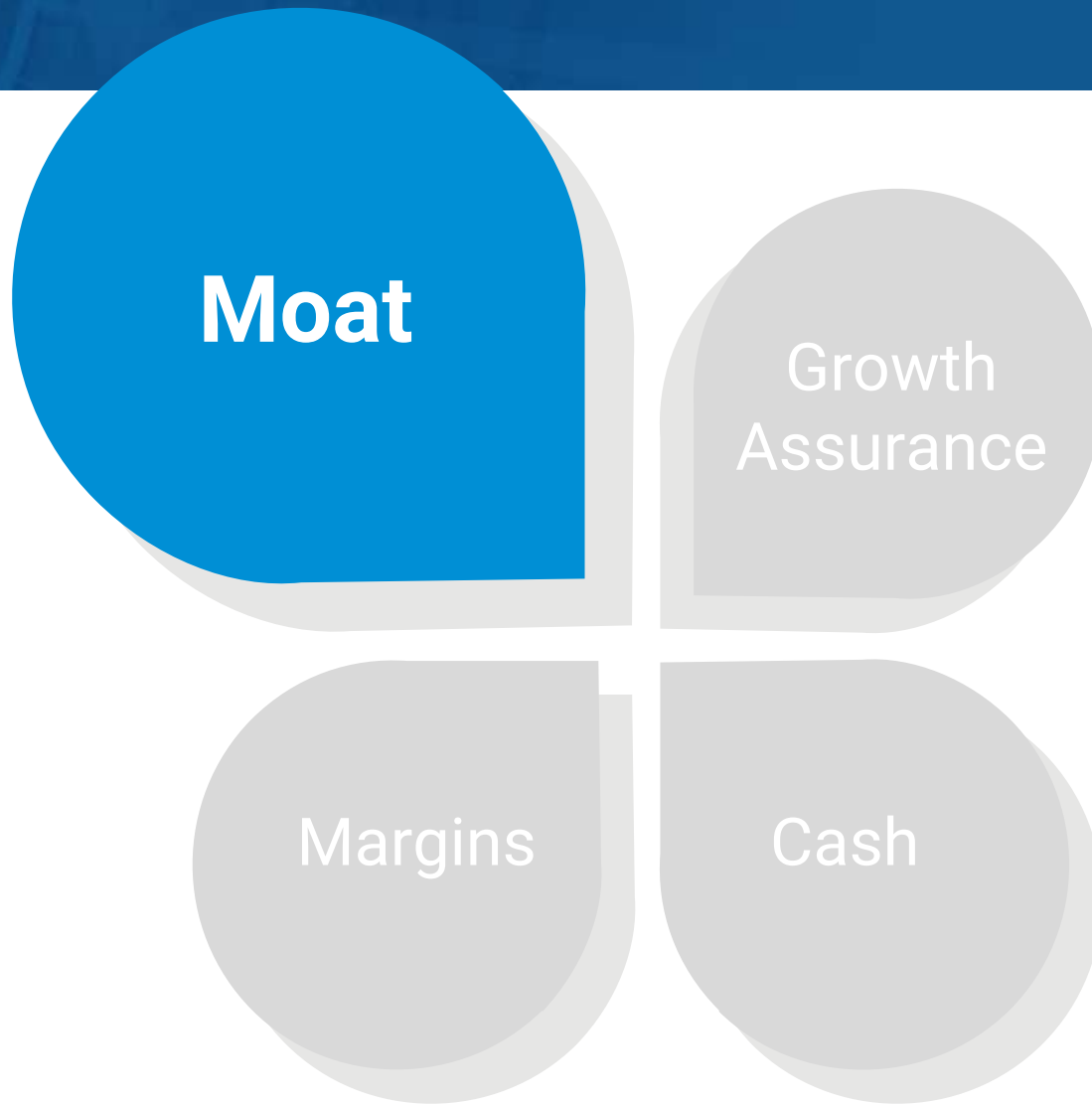
Intellect Journey



Four Elements



Four Elements



Economic Moat

Intangible Assets	Cost Advantage	Switching Cost to customer	Network Effect
Brand Awareness to Brand call for RFP to Brand Pull	Cost of Engineering and Delivery – 2 times effective than competition	Early Start	Early Start
Technology – Complete DIGITAL 3.0 stack (Digital + ML + Big data + Cloud)	Right mix of Global talent in US and India	Difficult to Enter and Difficult to Displace	Succeeding in Network effect in one of the 4 chosen businesses