

Intellect/SEC/2019-20

19<sup>th</sup> November, 2019

**1. National Stock Exchange of India Ltd.,**

Exchange Plaza, 5th Floor, Plot No. C/1, G Block, Bandra Kurla Complex,  
Bandra (E), Mumbai – 400 051.

**Scrip Code :**

INTELLECT

**2. BSE Ltd.**

1st Floor, New Trade Ring, Rotunda Building, PJ Towers,  
Dalal Street, Fort, Mumbai – 400 001.

**Scrip Code :**

538835

Dear Sirs,

Sub: **Media Release** - Intellect SEEC powers KSKJ Life with the implementation of AI-powered, cloud-native Fraternal Suite

Joliet, Illinois based KSKJ Life, a fraternal organization founded by Slovenian immigrants, goes live with Intellect SEEC's AI-powered, cloud-native Fraternal Suite. Intellect SEEC is the insurance software division of Intellect Design Arena. The Fraternal Suite supports seven powerful business apps that are multi-device and multi-channel (supporting agent, back-office staff and members), and they come out-of-the-box with a single codebase.

KSKJ Life wanted to give their independent agents powerful tools to increase their productivity and help their home-office staffs communicate seamlessly with their members. The organization partnered with Intellect SEEC for a complete digital transformation of their new business and post-issue servicing.

Please find enclosed herewith a copy of proposed Media Release dated November 19<sup>th</sup>, 2019 titled as "**Intellect SEEC powers KSKJ Life with the implementation of AI-powered, cloud-native Fraternal Suite**".

Kindly take the above information on record.

Yours truly,  
for Intellect Design Arena Limited



V V Naresh  
Company Secretary and Compliance Officer



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## Intellect SEEC powers KSKJ Life with the implementation of AI-powered, cloud-native Fraternal Suite

*The life insurance company implements Intellect SEEC's product for a complete digital transformation of their new business and post-issue servicing*

**Piscataway, New Jersey - Chennai, India: 19<sup>th</sup> November, 2019** — Joliet, Illinois based KSKJ Life, a fraternal organization founded by Slovenian immigrants, goes live with Intellect SEEC's AI-powered, cloud-native **Fraternal Suite**. Intellect SEEC is the insurance software division of Intellect Design Arena. The **Fraternal Suite** supports seven powerful business apps that are multi-device and multi-channel (*supporting agent, back-office staff and members*), and they come out-of-the-box with a single codebase.

KSKJ Life wanted to give their independent agents powerful tools to increase their productivity and help their home-office staffs communicate seamlessly with their members. The organization partnered with Intellect SEEC for a complete digital transformation of their new business and post-issue servicing.

This suite of integrated apps includes: CRM, Needs Analysis, Quote and Illustration, e-App, Profile Management, Customer Service and Product Launcher. The Fraternal Suite integrates seamlessly with KSKJ's existing core and external systems through APIs for real-time pre and post policy transactions. The Intellect SEEC platform provides the company with the ability to meet their immediate need of productivity gains and digital empowerment and their long-term need for sustainable business growth.



**Tony Mravle Jr., CEO of KSKJ Life** said, "Going live with Intellect SEEC's AI Powered Fraternal suite is an important step for our customers. Intellect SEEC's digital led, innovative approach allowed us to support our growth strategy and position ourselves to take advantage of the market. Implementation of Intellect SEEC's fraternal suite was the best choice for us since it allows us to bring forth the technology advancements we need to keep us competitive and enable business growth."

"The needs of a fraternal company are greater than other companies because they do everything that a regular insurer does and still maintain great membership management capabilities while also adding value to the community," says **Pranav Pasricha, CEO of Intellect SEEC**. He further added,



"With the advent of cloud computing, open source software and API based services, accessing third party software and services to enhance the technology offering is much easier than it has been in the past. We are delighted to be part of KSKJ Life's digital transformation journey through the implementation of AI-powered, cloud-native Fraternal Suite. This digital go-live shows our exceptional delivery capability, after stringent quality assessments. Our platform enables KSKJ Life to

streamline end-to-end front-office capabilities by helping the agent, home-office personnel, and members to collaborate in real time.”

**About KSKJ Life:**

KSKJ Life is a community-focused life insurance company that has advocated for families and communities for nearly 125 years. As a not-for-profit fraternal organization, we exist to serve our members, not profit from them. In a financial market cluttered with risk, distrust and detachment, we aim to connect. When you connect with KSKJ Life, you connect for life. For more details, visit [www.kskjlife.com](http://www.kskjlife.com)

**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, Central Banking, Global Transaction Banking (iGTB), Risk, Treasury and Markets, and Insurance. With over 25 years of deep domain expertise, Intellect is the brand that progressive financial institutions rely on for digital transformation initiatives.

Intellect pioneered Design Thinking for cutting-edge products and solutions for Banking and Insurance, with design being the company’s key differentiator in enabling digital transformation. FinTech 8012, the world’s first design center for Financial Technology, reflects Intellect’s commitment to continuous and impactful innovation to address the growing need for digital transformation. Intellect generates annual revenues of USD 208 million, serving over 240 customers through offices in 91 countries and with a diverse workforce of 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 [www.intellectdesign.com](http://www.intellectdesign.com)

**About Intellect SEEC:**

Intellect SEEC, 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 details, visit [www.intellectseec.com](http://www.intellectseec.com)

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