

Intellect/SEC/2025-26

June 12, 2025

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

Scrip Symbol :
INTELLECT

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

Scrip Code :
538835

Dear Sir/Madam,

Sub: **Intimation under Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 – Presentation to the Analyst / Institutional Investors**

In pursuance of Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith the presentation on “Reimagining AI for Business Impact” for Analysts / Institutional Investor call scheduled today, i.e., June 12, 2025, as intimated by the Company on June 09, 2025.

Please find enclosed herewith the “Reimagining AI for Business Impact” presentation, which will be showcased in the session today.

Kindly take the above information on record.

Yours truly,
for **Intellect Design Arena Limited,**

V V Naresh
Company Secretary and Compliance Officer
Membership No.: F8248

Encl: As above

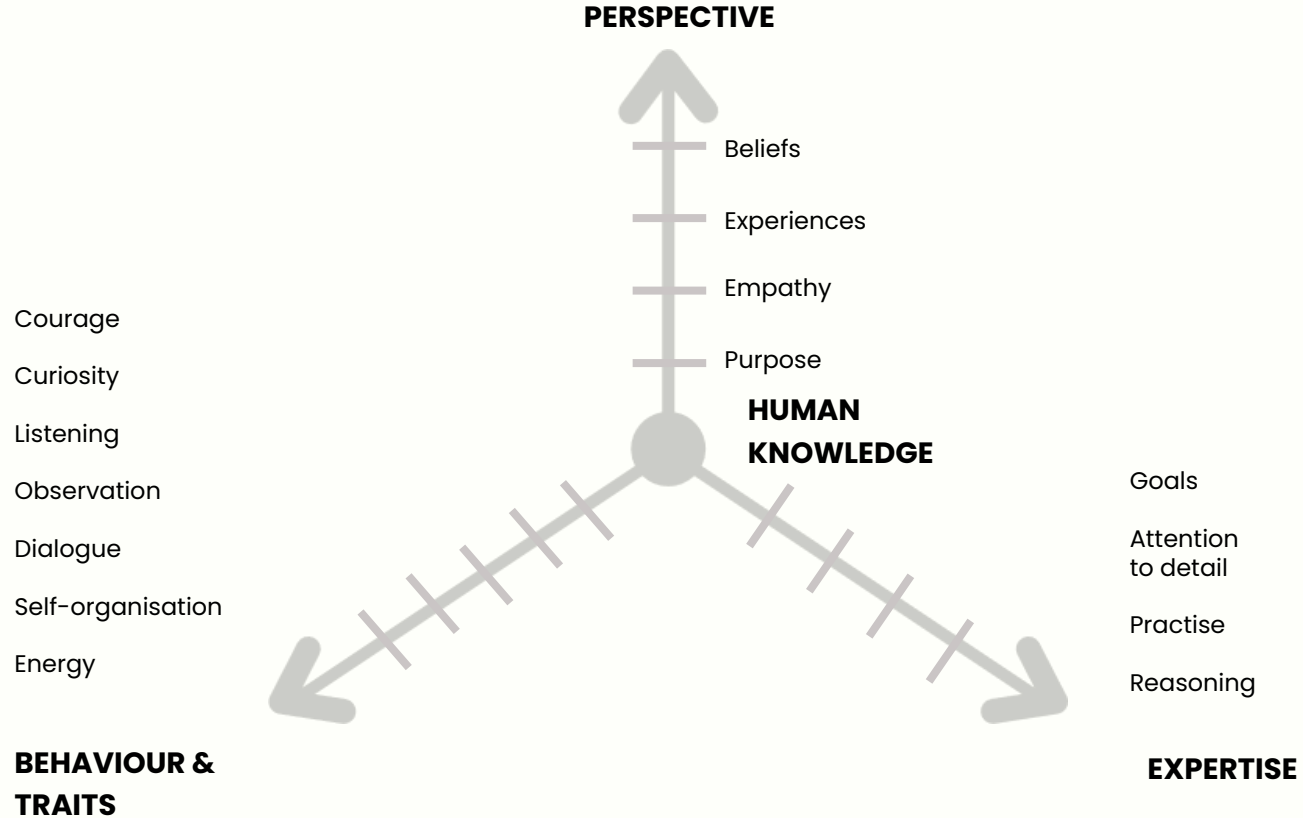
REIMAGINING AI FOR BUSINESS IMPACT

Arun Jain

Chairman & Managing Director, Intellect Design Arena Limited

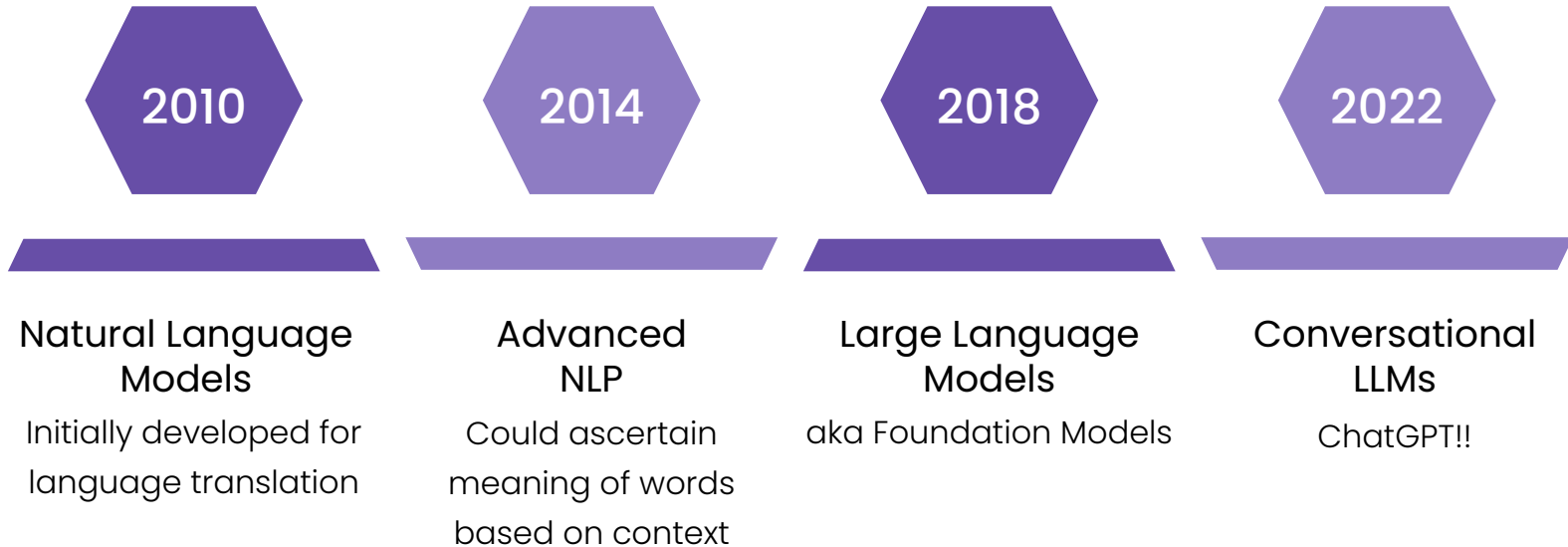
What is human intelligence?

First Principles Thinking



Gen AI and it's Origins

Generative AI comprises of **Foundation Models** which are trained on a broad set of unlabeled data **that can be used for different tasks with additional fine-tuning**. An LLM is a type of Foundation Model.



The current AI landscape based on how the models are trained

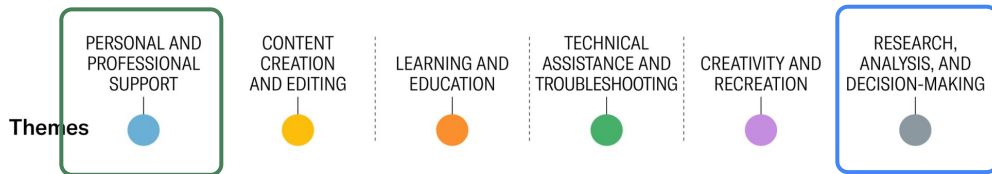
Model Type	Scope of Training	Strengths	Limitations	Best For	Best Used When	Example Models
Foundation Models	Trained on large, diverse, multi-domain datasets	<ul style="list-style-type: none"> - Highly versatile - Transferable to many tasks 	<ul style="list-style-type: none"> - Hallucinations - May lack factual grounding - Needs fine-tuning for niche areas 	General AI, Chatbots, Assistant APIs	General-purpose reasoning	GPT-4, Claude 3, Gemini 1.5, LLaMA 3
Domain-Specific Models	Trained or fine-tuned on domain-specific datasets (e.g., medicine, finance, law)	<ul style="list-style-type: none"> - Deep knowledge in domain - Higher factual accuracy within scope 	<ul style="list-style-type: none"> - Poor generalization outside domain - Costly to collect domain data 	Industry-specific tools and advisors	Deep expertise is needed	BioGPT, BloombergGPT, Med-PaLM, Legal-BERT
Task-Specific Models	Trained on narrow, well-defined tasks (e.g., summarization, sentiment)	<ul style="list-style-type: none"> - Efficient and lightweight - High task-specific accuracy 	<ul style="list-style-type: none"> - Inflexible for new tasks - Requires retraining for other use cases 	Focused NLP or speech tools	You need speed + accuracy	T5, Whisper, DistilBERT, BART
Multimodal Models	Trained on multiple modalities (text, images, audio, video)	<ul style="list-style-type: none"> - Cross-modal understanding 	<ul style="list-style-type: none"> - Expensive to train - May underperform in some modalities 	Human-computer interaction, Accessibility	You need input/output variety	GPT-4o, Gemini 1.5, CLIP, Kosmos
Retrieval Augmented Models (RAG / LRM)	Combine pretrained LMs with live retrieval from external sources (e.g., web, documents)	<ul style="list-style-type: none"> - More accurate and up-to-date 	<ul style="list-style-type: none"> - Slower due to retrieval - Relies on relevance of retrieved info 	Live Q&A, assistants	You need real-time facts	RAG, RETRO, Perplexity.ai, Bing Copilot

AI has been solving various individual problems, without driving business impact. Until now...

The human relationship with AI is different. It goes beyond what we have historically expected of technology.

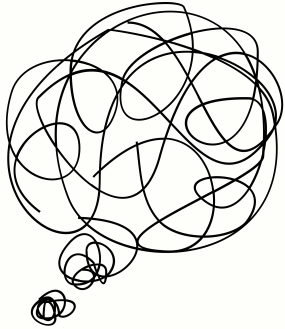
How People Are Using Gen AI

Have people found ways for generative AI to help lighten their workloads, increase their productivity, or think through problems in new ways? To understand how individuals are using the technology, researchers mined web forums like Quora and Reddit, filtering through tens of thousands of posts to identify 100 different use cases, which they then organized into six themes.

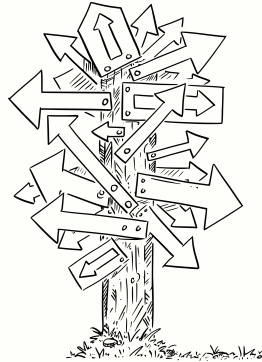


- Use cases ○ Indicates a new use case
- | | | |
|--------------------------------------|---------------------------------------|---|
| 1 Therapy/companionship | 50 Imagination | 71 Meeting summaries |
| 2 Organizing my life | 51 Generating appraisals | 72 Cleaning up notes |
| 3 Finding purpose | 52 Relationship advice | 73 Enhanced decision-making |
| 4 Enhanced learning | 53 Practicing difficult conversations | 74 Navigating love lives |
| 5 Generating code (for pros) | 54 Building lists | 75 Language translation |
| 6 Generating ideas | 55 Homework | 76 Replying to emails |
| 7 Fun and nonsense | 56 Raising/guiding kids | 77 Learning at work |
| 8 Improving code (for pros) | 57 Work buddy | 78 Enabling better conversations with doctors |
| 9 Creativity | 58 Refining prompts | 79 Structured thinking |
| 10 Healthier living | 59 Editing text | 80 Data entry |
| 11 Preparing for interviews | 60 Drafting emails | 81 Explaining technical documents |
| 12 Generating relevant images | 61 Excel formulas | 82 Negotiating a deal |
| 13 Specific search | 62 Evaluating copy | 83 Disputing a fine |
| 14 Simple explainers | 63 Personal finance | 84 Generating video |
| 15 Cooking with what you have | 64 Help with reading books | 85 Safe space to ask |
| 16 Troubleshooting | 65 Drafting a document | 86 Eliminating meetings |
| 17 Personalized learning | 66 Drafting formal letter | 87 Using MS Office apps |
| 18 Boosting confidence | 67 Fact-checking | 88 Creative writing |
| 19 Adjusting tone of email | 68 Shopping | 89 Exploring religion |
| 20 Explaining legalese | 69 Getting past writer's block | 90 Choosing wine |
| 21 Entertaining kids | 70 Fixing bugs in code | 91 Customer service |
| 22 Corporate LLM/Copilot | 71 Language learning | 92 Breaking the rules |
| 23 Writing student essays | 72 Rubber duck debugging | 93 Sampling data |
| 24 Creating a travel itinerary | 73 Understanding sex | 94 Spotting anomalies |
| 25 Personalized kid's story | 74 Making sense of academic papers | 95 Building a business plan |
| 26 Medical advice | 75 Generating synthetic data | 96 Creating products and branding |
| 27 Reconciling personal disputes | 76 Generating a lesson plan | 97 Writing blog posts |
| 28 Generating a legal document | 77 Classifying by criteria | 98 Writing social media copy |
| 29 Deep and meaningful conversations | 78 Ad/marketing copy | 99 Systematizing social media |
| 30 Anti-trolling | 79 For entrepreneurs/startups | 100 Planning workouts |
| 31 Dungeons & Dragons | 80 For people with ADHD | |
| 32 Tax advice | 81 Writing/editing CV/résumé | |
| 33 Interacting with the deceased | 82 Organizing a brain dump | |
| 34 Summarizing content | 83 Thinking better | |
| 35 Coding for amateurs | 84 Recommending movies, books, etc. | |

Enterprise adoption of AI has been hampered by ambiguity around AI



• Anxious to not fall behind



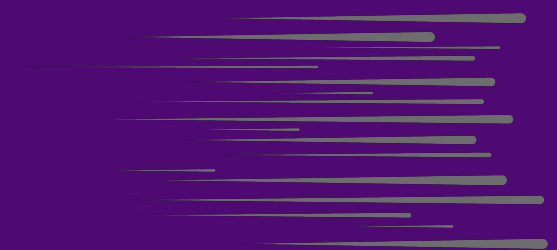
Fuelled by AI everywhere, and all at once



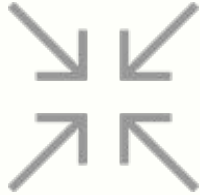
No strategic direction conversation without AI

It's been a rush to do something AI

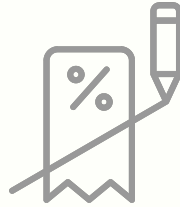
To be seen to be doing something AI



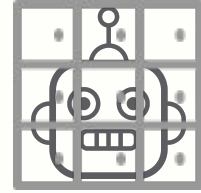
The results have been anything but impressive...



It's resulted in ad-hoc AI pilots that can't scale



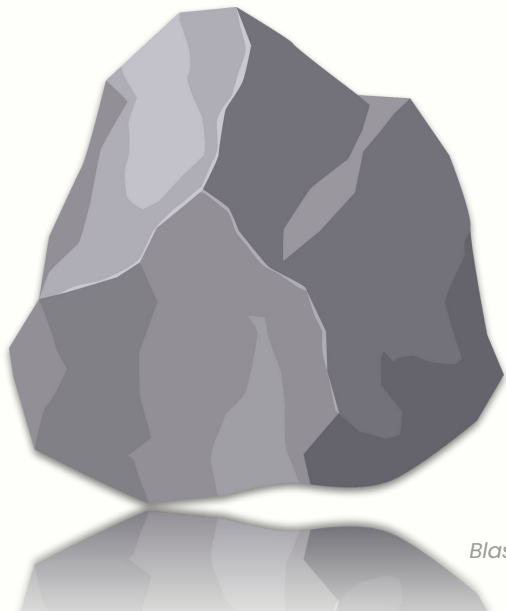
In-house AI capability build attempts doomed to be written off



Frustrating attempts at agents that remain in tight silos

If it does not drive business impact, it is not enterprise AI

The boulders to blast to get enterprise AI right



Technology (CIO)

Infrastructure

Integration

Unpredictable LLM Cost

Blast those rocks. Unblock the potential of enterprise AI

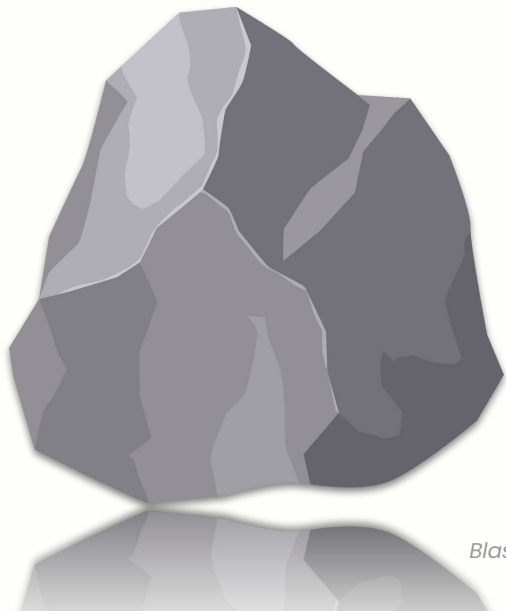
The boulders to blast to get enterprise AI right

Organisation (CEO / COO)

Siloed Operations

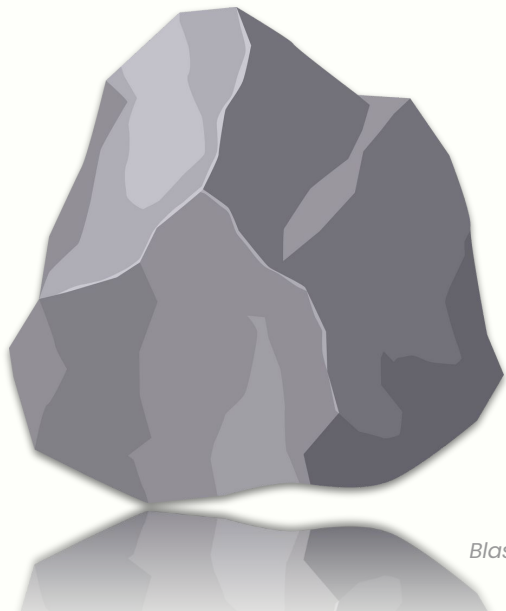
Entitlements

Enterprise Wide AI Strategy



Blast those rocks. Unblock the potential of enterprise AI

The boulders to blast to get enterprise AI right



Financial (CFO)

High Initial Investment

Unclear Business Case

Pilot Trap

Blast those rocks. Unblock the potential of enterprise AI

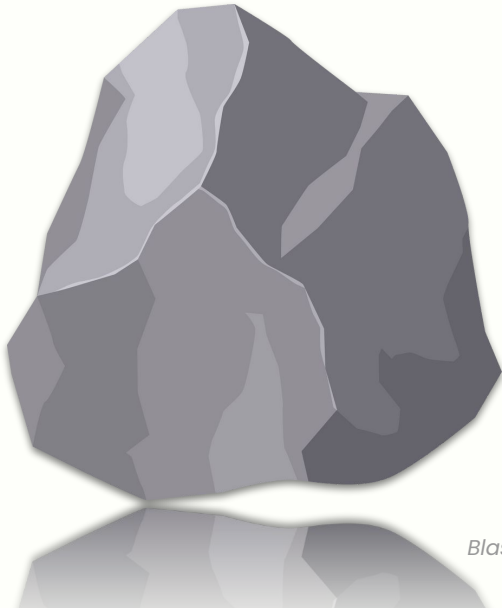
The boulders to blast to get enterprise AI right

Ethical & Legal (CRO / CLO)

Bias & Fairness

Explainability

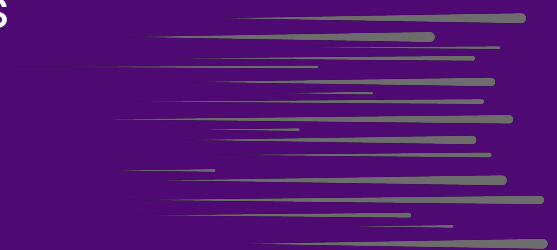
Data privacy & Governance



Blast those rocks. Unblock the potential of enterprise AI

The Journey from Technology Innovations
(AI) to Business impact requires

REIMAGINATION



Reimagine enterprises with business impact AI

1. Reimagine Customer Experience

*Enhancing the existing sales channels
Creating efficient up / cross-sell channels
Transforming experience across the touch-points*

2. Reimagine Products

*Enhanced design and innovation of next-gen products
Benchmarking of the products with the competition*

3. Reimagine Operations

*Transitioning to Human in the Loop from AI in the Loop
Improving the overall operational efficiency (KYC, AML, Credit Approval/UW etc)*

4. Reimagine Compliance

*Being up to date with the latest regulations
Enabling monitoring and alerts to track all changes*



Driving real outcomes at scale and in alignment with enterprise priorities

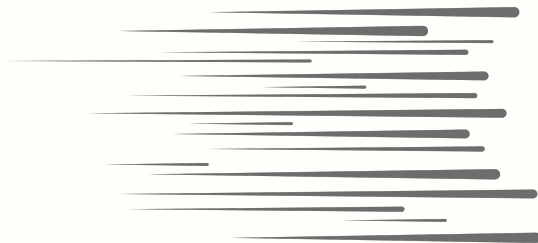
The only way to get AI for enterprises RIGHT

RIGHT KNOWLEDGE

RIGHT DIGITAL EXPERTS

RIGHT LLMs FOR RIGHT TASK

RIGHT GOVERNANCE



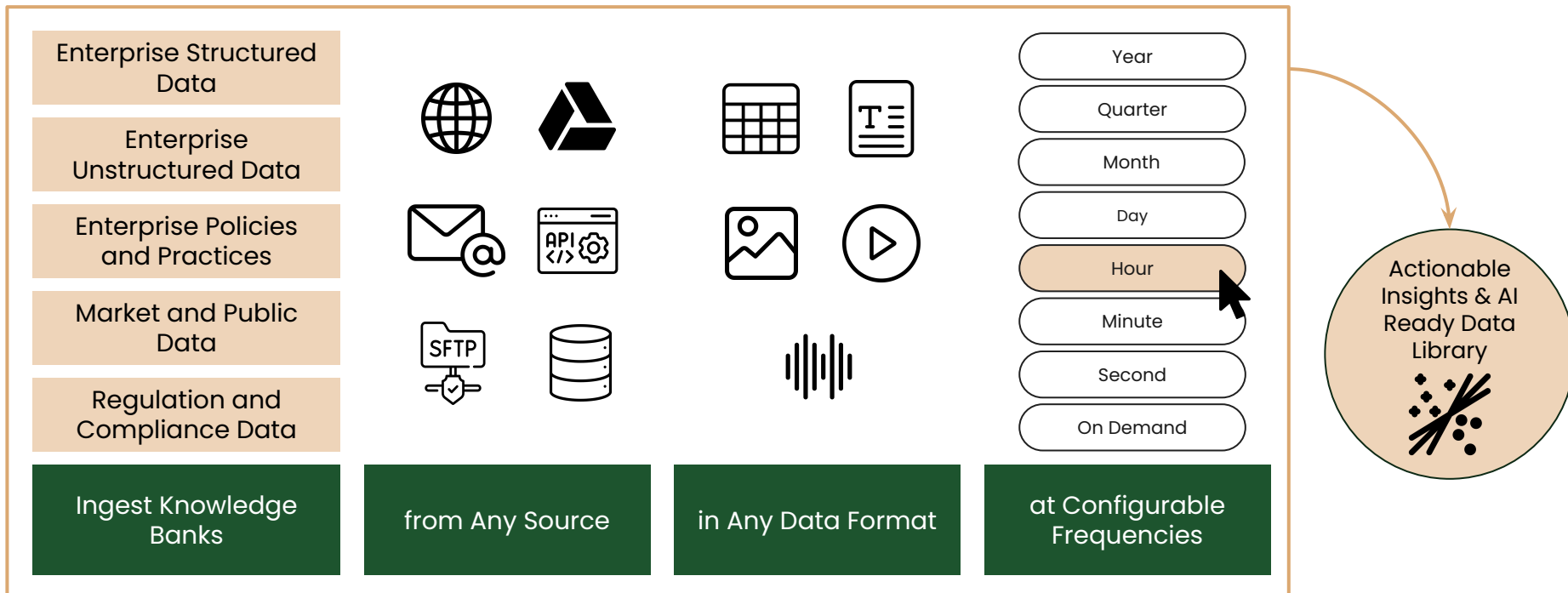


Introducing Purple Fabric

Getting AI for enterprises RIGHT

Enterprise Knowledge Garden (EKG)

EKG **connects, transforms, and stages** your trusted unstructured and structured data for AI.



Enterprise Digital Experts (EDE) not Agents

The **Expert Agent Designer & Composer** allows you to **build and orchestrate end-to-end multi-agent solutions** for business impact.

Advanced RAG

Information retrieval

Self-query

Multi-step query

Smart Retrieval

Re-ranking

Trusted and Auditable

Citations

TRACES

Agents

Operating autonomously with **human-in-the-loop**



Plan

Reason

Decide

Act

Tools

Allow agents to interact with external systems, solve complex tasks, and take action



Benchmarking

Optimize for **accuracy**, **cost**, and **latency**



Flow design

Drag-and-drop intelligence flow orchestration



Publish to API

Integrate intelligence into core operations



Enterprise Governance (EG)

PF Governance provides **enterprise-grade security & governance** for multi-agent networks and unstructured data management.

Your data and knowledge remain truly yours - Protected by Purple Fabric's AI shield within your own VPC

Data is never shared or used for model training

Proprietary enterprise LLMs on call
No public models allowed

Zero tolerance policy to external access

Built in PII masking

Prompt defense

Toxicity defense

Traceability and Auditability of all responses generated

Focus on your business problems – Flexibility and enterprise governance built-in as standard

Built-in DevOps, MLOps, LLMOps

Continued monitoring and optimizing of published assets

Everything is an API, with SDK's available
Flexibility to integrate with existing upstream and downstream workflows

Granular permission & access controls

Single view of all enterprise AI assets

CIO & CRO can control cost and entitlements systematically

LLM Model Optimisation Hub (MOH)

The PF LLM Model Optimization Model Hub allows you to choose the **most optimal model for a specific use case**.

Foundation Models **Embedding Models** **Reranking Models**

ANTHROPIC

OpenAI

Gemini



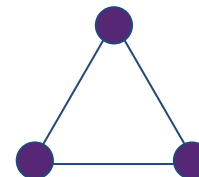
Hugging Face

deepseek

Enterprise models from AWS, Google Cloud, Azure

Over 100 new models being introduced each day

Accuracy



Cost

Latency

Benchmark each model for the triple AI constraint

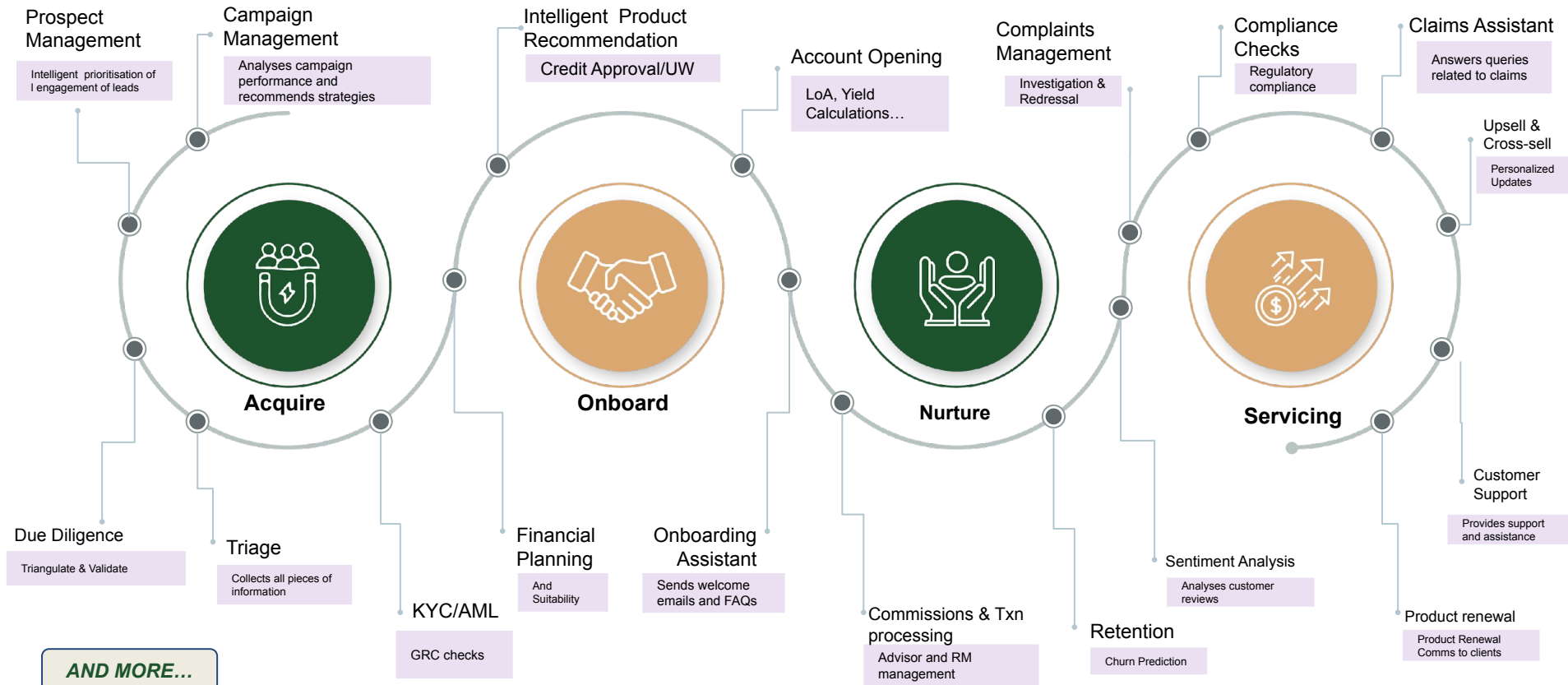
Cost of using LLMs are falling every month

60% cost savings can be achieved through the right **Selection, Metering & Benchmarking**

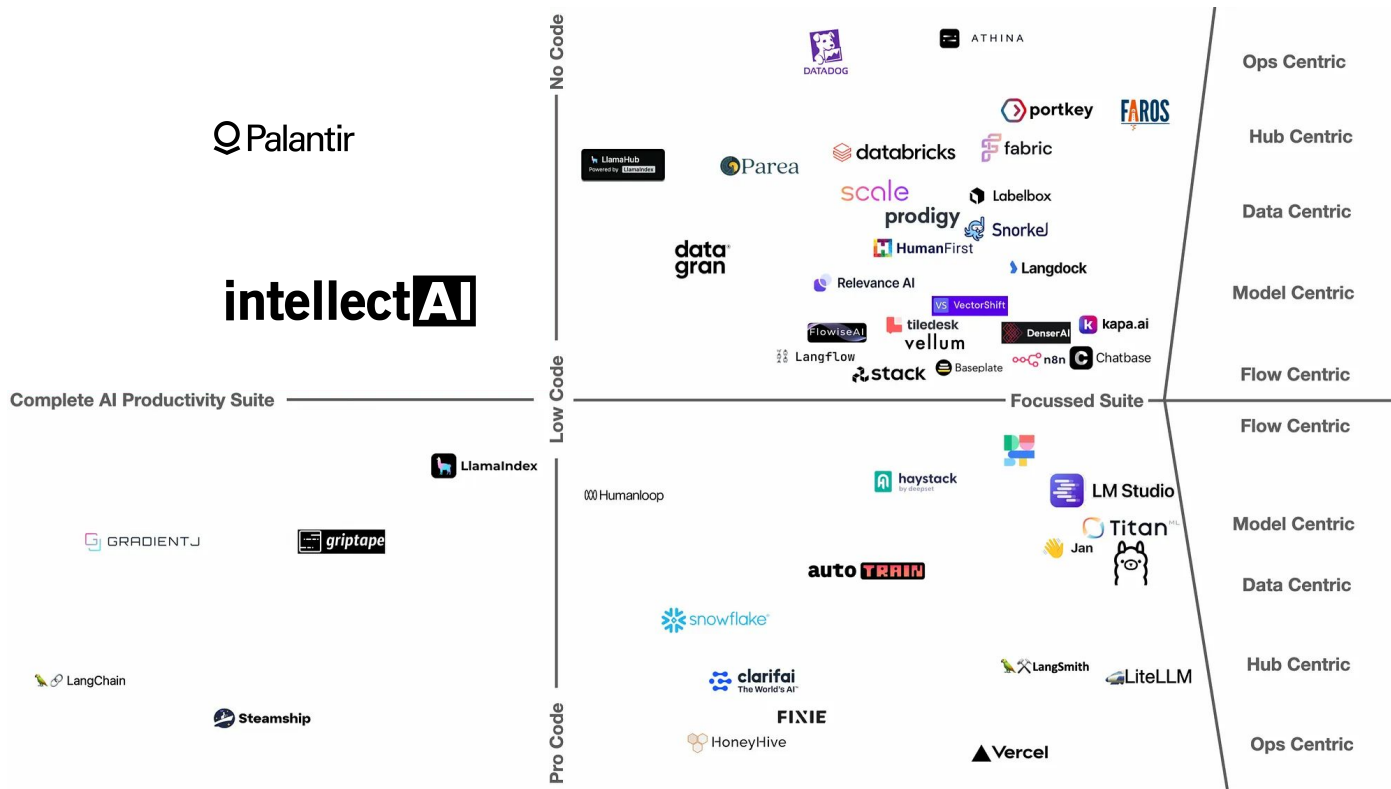
Purple Fabric powered solutions are already delivering Business Impact

Financial Advice Complaints Investigation	5 weeks → 20 minutes Gather evidence, investigate, adjudicate - 22 processes across 11 systems		
Non-financial Intelligence for portfolio risk and sustainability	50,000+ specialist years saved / year 9000 portfolio companies, 10 million+ documents		
Financial Advice Risk & Compliance	1 Million Clients across 10 Sources x 32 File Types x 18 Categories		50%+ reduction reduction in compensation and fine payments
SME Loan Underwriting	15-30% increase in Credit Approvals	40% Reduction In cost of loan origination	70% Automation Of Credit Decision Process
Payment Operations	50% reduction in customer tickets by identifying and responding to customer issues ahead of time	80% reduction in manual effort to collect, process data and distribute insights	60% reduction in ops incidents through early identification of failures, ability to respond, and mitigation
Trade Finance Transaction Processing	50% reduction in Processing time	85% increase In Operational Efficiency	50% reduction In cost of Trade Finance Processing

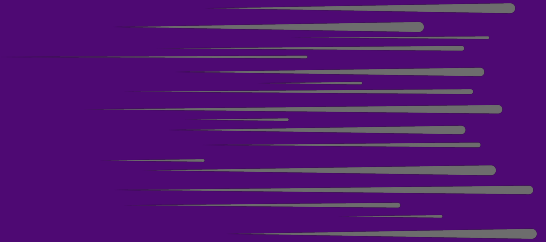
How would a AI reimagined operations for wealth management cycle run?



How are we positioned in a world full of "AI" solutions? intellectAI



Market Opportunities for Monetising Purple Fabric



Opportunity #1

1. Purple Fabric as Enterprise Platform for Financial Institutions
2. Purple Fabric as Enterprise Platform for IT Services

Opportunity #2

Purple Fabric as Enterprise GPT
built on Enterprise Knowledge
Garden

- *Banks*
- *NBFC*
- *Insurance*
- *Asset Management*
- *Wealth Management*
- *Investment Managers*

Opportunity #3

Purple Fabric as Digital Experts

- *AI based Insurance Underwriting Digital Expert*
- *AI based Invoice and Payment Processing (APX) Digital Expert*
- *Global Risk and compliance Digital Expert*
- *Loan Origination Digital Expert*

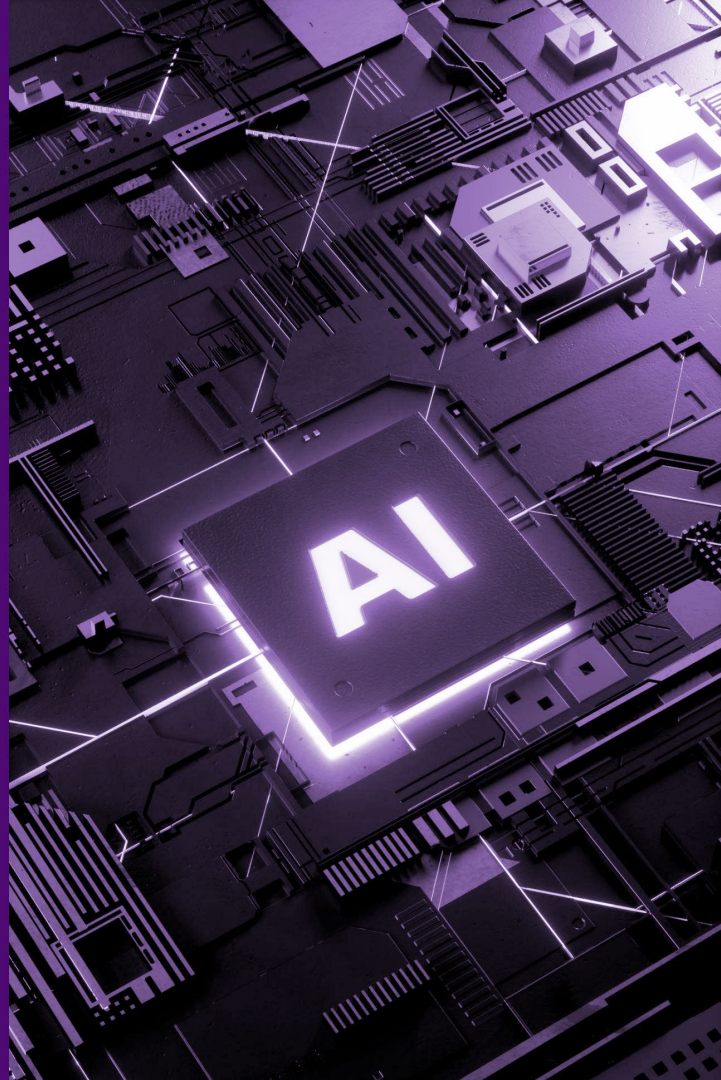
Opportunity #4

Purple Fabric as Custom-built
Digital Experts for very large
financial institutions

- *Direct customers of Intellect*
- *Global SI organisations*

What business area in your organization is most ready for GenAI?

Think about where GenAI could drive measurable impact across different areas of the business.



THANK YOU!

intellect 

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