

Polaris Launches Intellect FABX on iPad at Harvard Club of New York City

- *Higher Efficiency Enabler for Intelligent Client Interactions at Any Location, be it the Workplace or Restaurants*
- *Financial Advisor Workstation with a Single Point Interface which Increases Relationship Manager Productivity by up to 30%*

New York (USA) / Chennai (India), April 20, 2012: Polaris Financial Technology Ltd. (POLS.BO), a leading global Financial Technology Company, today announced the launch of Intellect™ FABX (Financial Advisor Business eXchange) on the iPad, the most comprehensive financial advisor workstation available on the iPad. Intellect FABX's customer engagement solution will dramatically change the way financial advisors engage with clients in result-oriented conversations. The unique solution empowers the advisor with a single point interface offering a comprehensive 360-degree view of the client, to manage rising core system complexities thereby increasing productivity by up to 30%.

Intellect FABX was launched during an event at the Harvard Club of New York City as part of Polaris' FT (Financial Technology) Innovation Series. The Polaris FT Innovation Series is an initiative spearheaded by the FT Research team at Polaris which aims to drive innovation across the organization and establish partnerships in academia to address critical business challenges and generate customer value and is therefore fundamental to Polaris' FT leadership.

The launch event was followed by a panel discussion on "Technological Challenges in Wealth Management" which was attended by senior leaders from Morgan Stanley, JPMC, Citi CPB and Polaris where they discussed issues such as simplifying User Interface, Data Access and underlying processes for the wealth management business to deliver superior customer experience.

Intellect FABX is a productivity enhancer that achieves Advisor Desktop Aggregation by seamlessly orchestrating data from multiple sources and provides on-demand intelligence about clients across multiple channels including mobile devices. It increases an advisors' productivity by giving the right tools for research and advice to clients, helps extract data from multiple applications for a 360°- client view, ensures consistent application experience on desktop, laptop and iPad, and allows greater focus on serving clients rather than spending valuable time on operational activities. Moreover, its scalable architecture enables faster launch and reduced time to market of new widgets.

Speaking about the launch, **Mr Arun Jain, Chairman & CEO, Polaris Financial Technology Ltd.** said, "The Financial world is moving from Transactions to Conversations. The Financial Advisors therefore need to be enabled with not just comprehensive views of their customer, but a Superior interaction layer and Analytics that can help them take Smart decisions, quickly. With

classic 'design thinking' in action, FABX on iPad is the Solution for Customer-Centricity. This helps Relationship Managers to very quickly move from RM's to Expert RM's to Client Partners".

Intellect FABX is designed to focus on customer-centricity through:

- **Better Performance** with consistent application experience on desktop/laptop and iPad
- **Customer Satisfaction** through effective connect and increased engagement
- **Calendar** feature to increase Relationship Advisor's productivity by giving the right tools for research and advice to clients
- **Collaboration** through Market Information, Research Reports, Product Documents, Processes Discussion Forums and Social Networking capabilities
- **Personal Preference** options with configurable widgets

About Polaris Financial Technology Ltd.

Polaris Financial Technology Ltd. (formerly known as Polaris Software Lab Ltd.) (POLS.BO) is a leading Financial Technology company, with its comprehensive portfolio of products, services and consulting. Polaris has a talent strength of over 12,000 solution architects, domain and technology experts. The company owns the largest set of Intellectual Properties in the form of a comprehensive product suite, Intellect GUB M180. Intellect is the first pure play SOA based application suite for Retail, Corporate, Investment banking and Insurance.

Polaris is headquartered in Chennai and has offices in all global financial hubs including Bangalore, Belfast, Chennai, Chicago, Dubai, Dublin, Frankfurt, Hong Kong, Ho Chi Minh City, Hyderabad, Illinois, Kuala Lumpur, London, Madrid, Manama, Melbourne, Mississauga, Mumbai, Neuchatel, New Delhi, New Jersey, Paris, Pittsburgh, Pune, Riyadh, Santiago, San Francisco, Seoul, Shanghai, Singapore, St. Germain En Laye, Sydney, Thane, Tokyo, Toronto, Utrecht, Victoria and Wicklow. For more information, please visit <http://www.polarisFT.com/>

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