

Intellect announces strategic carve-out of Purple Fabric into an independent LoB; Appoints Deepak Dastrala as CEO

CHENNAI, INDIA, June 8, 2026

/EINPresswire.com/ -- [Intellect](#) Design Arena

Ltd., a global leader in AI-first, enterprise-grade financial technology powering the world's leading banks, credit unions, and insurance companies, today announced a major strategic milestone with the carve-out of its [Purple Fabric](#) ([purplefabric.ai](#)) business into an independent Line of Business (LoB).

“

Purple Fabric is shifting the enterprise AI conversation away from speculative tools and directly toward measurable business outcomes”

Deepak Dastrala, CEO, Purple Fabric

To spearhead this high-growth entity, Intellect has appointed Deepak Dastrala as Chief Executive Officer (CEO) and Business Head of Purple Fabric. In this role, Deepak will report directly to Arun Jain, Chairman and Managing Director of Intellect Design Arena, who will continue to mentor Deepak and his leadership circle. Consequent to this appointment, Deepak also becomes a member of the Intellect Management Council and a Senior Management Personnel (SMP) of the company.

Strategic Rationale: Accelerating Growth Through Distinct Identities

Over the last two years, Intellect has successfully curated and nurtured two major, parallel architectural disruptions: [eMACH.ai](#) and Purple Fabric. While both represent historic milestones from concept to global customer adoption, the company acknowledges that the intrinsic DNA of eMACH.ai and Purple Fabric are completely different.

As the market approaches an inflection point, moving rapidly from AI experimentation to scaled, enterprise-wide deployment, Intellect has determined that it is the optimal time to give Purple Fabric its independent identity. This carve-out provides the new LoB with the dedicated resources, freedom, and agility required to accelerate its growth journey and curate its own destiny in the Business Impact AI market.

Leadership Circle and Next-Generation Organizational Culture

The Purple Fabric LoB is being designed under an innovative corporate philosophy, envisaged as an organization in “flow,” brimming with young talent, boundaryless thinking, alacrity, and

fluidity. Moving away from traditional hierarchical structures, Purple Fabric will pioneer a networked “Leadership Circle” model where talent can wear multiple hats and roles, operating with a high-speed, micro-team DNA.

Deepak Dastrala steps into the CEO role to mark his next leadership role at Intellect. As a young and dynamic leader, Deepak’s contribution to Intellect is defined by his anchoring technology-led impact for the complex value streams at St James Place (SJP). Subsequently, he worked in close alignment with Chairman and Chief Architect Arun Jain to curate the powerful platform that Purple Fabric is today.

Enterprise Intelligence Operating System:
Traction & Technology

Purple Fabric operates as an Enterprise Intelligence Operating System designed to bring cognitive AI directly into business decisions and operational workflows. Purpose-built for high-stakes financial environments where minor errors hold catastrophic consequences, the platform guarantees a 95%+ accuracy SLA to ensure trusted, autonomous execution.

The platform continues to rapidly scale its global market footprint:

- 45+ Clients Live: Successfully operationalized across global enterprise environments.
- 95%+ Accuracy SLA: Bringing trusted reasoning and execution to zero-uncertainty workflows.
- 18-layer Architecture: Integrating hundreds of enterprise technologies into a unified framework.
- 550 Domain-aware Agents: Enabling advanced multi-agent orchestration and contextual reasoning.

Executive Commentary

Arun Jain, Chairman and Managing Director, Intellect Design Arena, said:

“If eMACH.ai forms our foundational architecture, Purple Fabric provides the critical cognitive intelligence enterprises need to operationalize AI with complete confidence. Curating two major architectural disruptions in parallel over the last two years has been a humongous effort. However, because their intrinsic DNAs are entirely unique, granting Purple Fabric independent LoB status gives it the freedom and dedicated resources to accelerate its growth. I am excited to



Deepak Dastrala, CEO, Purple Fabric

continue mentoring Deepak and his high-speed leadership circle as they scale this platform to capture a massive long-term opportunity for value creation.”

Deepak Dastrala, CEO, Purple Fabric, added:

“Purple Fabric is shifting the enterprise AI conversation away from speculative tools and directly toward measurable business outcomes. This is an incredible opportunity to design a deeply networked organization built on fluidity, boundaryless thinking, and micro-team agility. Backed by our proven 18-layer architecture and 550 domain-aware agents, our new independent structure allows us to scale with maximum focus and help global enterprises operationalize AI with total governance and control.”

About Intellect Design Arena Ltd.

Intellect Design Arena Ltd is a global leader in AI-First, enterprise-grade financial technology, architected from first principles to deliver measurable business impact at scale. With three decades of domain expertise, Intellect delivers composable, intelligent platforms across Wholesale Banking, Consumer Banking, Central Banking, Wealth, Capital Markets, Treasury, Insurance and Digital Technology for Commerce. Applying First Principles Thinking and Design Thinking, Intellect has elementalised financial services into a finite set of Events, Microservices and APIs, enabling faster, modular transformation with predictable and measurable outcomes.

At the heart of this AI-First architecture are eMACH.ai, the world’s most comprehensive, composable and intelligent open finance platform; Purple Fabric, the world’s first Open Business Impact AI platform; and iTurmeric, a composable integration and configuration platform. A pioneer in applying Design Thinking at enterprise scale, Intellect’s 8012 FinTech Design Center™, the world’s first Design Center dedicated to Design Thinking principles, underscores its commitment to continuous, outcome-driven innovation. Intellect serves over 500+ customers across 61 countries, supported by a global workforce of domain, solution and technology experts. For more information, visit www.intellectdesign.com

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