

Purple Fabric wins Best AI Platform at ET Enterprise AI Awards 2026; Arun Jain named Indian CEO Driving AI Innovation

Intellect's Purple Fabric wins "Best AI Development Platform" at ET Enterprise AI Awards 2026; Arun Jain recognised as "Indian CEO Driving AI Innovation"

CHENNAI, INDIA, September 22, 2026 /EINPresswire.com/ -- Intellect Design Arena Ltd., a global

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Our larger vision is to see India emerge not just as a technology delivery hub, but as a global source of original thinking, architecture and innovation for the AI era”

Arun Jain, Chairman & Managing Director, Intellect Design Arena

leader in AI-First, enterprise-grade financial technology, has secured two major honours at the second edition of the ET Enterprise AI Awards 2026, which saw participation from more than 100 companies across 46 categories, recognising both the leadership shaping its [AI-first strategy](#) and the enterprise AI platform translating that vision into business impact.

The two recognitions are:

- Indian CEO Driving AI Innovation – Arun Jain, Chairman & Managing Director, Intellect Design Arena, and Chief

Architect, [Purple Fabric](#), for advancing India-built enterprise AI on the global stage

- Best AI Development Platform – Purple Fabric, Intellect's Open Business Impact AI Platform, for redefining enterprise AI through measurable business impact

The awards followed a rigorous, evidence-led evaluation process, with judges assessing entries on demonstrated results, supporting evidence, quality of submission and clarity of presentation. The evaluation parameters varied by category and included measurable business outcomes, innovation and technical excellence, client adoption, scalability and market readiness, leadership and influence, and responsible AI and governance. For individual awards, the criteria included innovation and technical contribution, impact and outcomes, leadership and influence, future potential, and responsible AI and ethics. For AI development platforms, the evaluation focused on innovation and originality, technical excellence, client adoption and case studies, scalability and market readiness, and responsible AI and governance.

The process was supported by a Jury and Grand Jury comprising senior leaders from technology, financial services, business, healthcare and public institutions, bringing together expertise from

organisations including UIDAI, Razorpay, Tracxn, HCL, NITI Aayog, SoftBank Group, Bharti Airtel and the Reserve Bank of India.

Arun Jain: Architecting the Shift from Artificial Intelligence to Business Impact AI

As Chairman & Managing Director of Intellect and Chief Architect of Purple Fabric, Arun brings nearly four decades of experience across financial technology, enterprise architecture and institution building to Intellect's AI-first strategy. Rooted in First Principles Thinking and Design Thinking, his approach focuses on solving enterprise problems at their core and moving organisations beyond generic AI experimentation towards intelligence that is contextual, domain-aware, governed and aligned to measurable business outcomes.

As Chief Architect of Purple Fabric, Arun has played a central role in shaping the platform's philosophy and architecture, drawing on his deep understanding of financial institutions, complex enterprise environments and large-scale technology transformation. Purple Fabric brings together enterprise knowledge, specialised domain expertise, model choice and governance within a unified, composable framework designed to help enterprises operationalise AI with greater relevance, control and impact.

The Indian CEO Driving AI Innovation recognition acknowledges Arun's distinctive role as both a business leader and technology architect, translating decades of domain and technology expertise into an India-built enterprise AI vision with global relevance, and advancing the shift from Artificial Intelligence to Business Impact AI.

Purple Fabric: Building the Foundation for Business Impact AI

The Best AI Development Platform recognition reflects Purple Fabric's approach to solving some of the most persistent challenges in enterprise AI: fragmented knowledge, isolated automation, dependence on individual models and the need for stronger governance. As Intellect's Open Business Impact AI Platform, Purple Fabric brings together enterprise knowledge, specialised domain expertise, model flexibility and governance to help organisations move from generic AI experimentation towards contextual, governed and measurable business impact.

At the core of Purple Fabric are the Enterprise Knowledge Garden, which connects structured and unstructured enterprise information into contextual intelligence; Enterprise Digital Experts, which bring specialised domain expertise into AI-driven workflows; the LLM Optimisation Hub, which enables enterprises to work across multiple models while optimising for accuracy, latency and cost; and Enterprise Governance, providing explainability, decision lineage, entitlement controls and monitoring across the AI lifecycle.

Advancing Enterprise AI with [MSOCK](#): Multi-Dimensional, Multi-Layer System of Connected Knowledge

Intellect has extended the Purple Fabric platform by introducing MSOCK (Multi-Dimensional, Multi-Layer System of Connected Knowledge), launched on September 9 at Global Fintech Fest 2026 in Mumbai. MSOCK is an AI-native engineering system, designed to help AI understand the business intent, institutional knowledge and architectural dependencies of an enterprise before executing change. Its 21-Dimension Visual Spatial Graph creates a connected, computable and visual representation of enterprise knowledge, advancing Intellect's shift from coding-led software engineering towards cognitive engineering. Together, Purple Fabric and MSOCK strengthen Intellect's Business Impact AI proposition, bringing enterprise knowledge, domain intelligence, AI models and governance together to enable more contextual, explainable and outcome-oriented AI for complex enterprise environments.

Commenting on the recognition, Arun Jain, Chairman & Managing Director, Intellect Design Arena and Chief Architect, Purple Fabric, said: "We are honoured to receive two recognitions at the ET Enterprise AI Awards 2026. These awards reinforce our belief that enterprise AI must move beyond experimentation to deliver contextual, governed and measurable business impact. Purple Fabric was designed around this principle, and with MSOCK we are taking that journey further by enabling AI to understand the knowledge, relationships and dependencies that define an enterprise before it acts. This shift from coding-led engineering to cognitive engineering strengthens our conviction that India can architect world-class enterprise AI innovation for global businesses. Our larger vision is to see India emerge not just as a technology delivery hub, but as a global source of original thinking, architecture and innovation for the AI era."

About Intellect Design Arena Limited

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 62 countries, supported by a global workforce of domain, solution and technology experts. For more information, visit www.intellectdesign.com

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