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**CHETU ANNOUNCES SOCIAL RESPONSIBILITY PROGRAM AT LENDIT FINTECH  
EUROPE 2018**

*Encouraging Social Change through Teamwork and Global Participation*

**Plantation, FL., 19 November 2018.** – [Chetu](#) announced today at [LendIt Fintech Europe](#), Europe's leading event in financial services innovation, they will be spearheading a company-wide humanitarian movement which will launch before the New Year.

Chetu has been an integral part of South Florida's local ecosystem for many years now. In the past, Chetu has nurtured tech-related educational initiatives for Broward County schools, and revitalized disaster-stricken areas with hurricane relief fundraisers. These initiatives are evolving into a more organized form as Chetu casts a wider net to parallel their global market.

Chetu's social responsibility program, coined the Chetu Foundation, represents a call to action, a corporate movement propelling social change and improving the human condition as it is today. The program will continue to support educational programs, but on a much a larger scale, expanding outward to include health awareness campaigns and humanitarian acts of all kind.

Not only will the Chetu Foundation funnel significant donations into receiving movements, but will also inspire a more positive and unified work environment where selfless acts are recognized and commended. Next month, Chetu will launch the Chetu Foundation non-profit website. The foundation will oversee all of Chetu's nonprofit work, aiming for continual growth on all fronts.

Chetu employees are encouraged to adopt the Chetu Foundation's ideology and core values by volunteering for the charities of their choice. Chetu will sponsor, track, and coordinate all employee volunteer efforts, supporting team events and individual efforts.

For now, upcoming initiatives remain in the planning and vetting phase, but this will solidify in the coming months, giving way to a powerful humanitarian force. The movement will be completely transparent, giving outsiders the ability to track financials and charitable donations.

"We are eager to engage on a global scale, growing our sphere of influence internationally and internally," states Atal Bansal, CEO at Chetu. "The Chetu Foundation is an apparatus for

change, a means of connecting our team with the world around them and growing influence through an impenetrable set of human-centric values.”

LendIt Fintech Europe, a gathering of more than 1,200 industry professionals in London, showcases the leaders in innovation across financial services including the digital banking, fintech, blockchain and lending industries.

For more information about Chetu, visit <https://www.chetu.com/>

### **About Chetu**

Founded in 2000, Chetu Inc. is a global provider of customized software development solutions and IT staff augmentation services for software technology providers. Chetu's specialized technology and industry experts serve start-ups, SMBs, and Fortune 500 companies with an unparalleled software delivery model suited to the needs of the client. Chetu's one-stop-shop model spans the entire software technology spectrum. Headquartered in Plantation, Florida, Chetu has fourteen locations throughout the U.S. and abroad. For more information, visit [www.chetu.com](http://www.chetu.com)

### **About LendIt Fintech**

LendIt Fintech is a recognized global internet finance industry leader, founded in New York in 2013. Its aim is to gather industry elites to discuss and explore latest trends in the development of international financial services technology. LendIt Fintech has become the largest event in financial services innovation as it hosts three annual conferences, [LendIt Fintech USA](#), [LendIt Fintech Europe](#), and [LendIt Fintech China](#), and dozens of complementary online and in-person industry events. LendIt also owns and operates one of the world's leading industry educational channels, Lend Academy.

For more information, tickets and sponsorship opportunities, please visit [www.lendit.com](http://www.lendit.com).

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