

NASSCOM EMERGE Community breaks new ground with sales focused community platform for Emerging & Start-up Companies

The NASSCOM EMERGE community takes a giant step forward in a new direction by organizing a forum for emerging companies offering innovative BFSI solutions to pitch directly to a Global Bank – Standard Chartered. This first of its kind Product Showcase will take place in Chennai on February 3rd 2010 and is a direct result of the NASSCOM EMERGE Product CIO Showcase held during the NASSCOM Product Conclave last year. The event is being jointly organized by NASSCOM and the CIO Association.

TechExpo 2010 – is a platform created by the bank for emerging technology companies to showcase their innovative technology and products. The first of the series, TechExpo will provide these 12 companies an opportunity to present their offerings to Standard Chartered Bank's Global Technology Leadership Team.

Some of the areas that the bank has shortlisted companies are in the area of enabling software for collaboration, productivity & in-context mobile customer experience, niche & emerging banking areas, data security & biometric identity management & infrastructure optimization.

Around 60 companies applied for inclusion in the showcase, and 12 have been shortlisted. These 12 companies will get an opportunity to present their products and solutions for the bank's internal and external users at Chennai on the 3rd of February.

(The above excerpt has been taken from <http://blog.nasscom.in/emerge/2010/01/nasscom-emerge-breaks-new-ground-with-sales-focused-community-platform-for-emerging-start-up-companies/>)

Chella Software has been shortlisted to showcase its ActiveMargin™ product in the TechExpo.

About Chella Software

Chella Software is a vendor of choice for large financial services firms in the area of securities broking, investment management, market risk management and treasury operations. Its solutions cater to institutions across different verticals, which include stock broking firms, clearing corporations, banks, corporate treasuries and fund houses. Details of the solutions offered by Chella Software are available at www.chelsoft.com.

Contact Information

Chella Software Private Ltd., Subbiah Rajagopal subbu@chelsoft.com +91-9324407899