

---

# PRESS RELEASE

---

**Gurgaon, India – 22 June, 2008**

AXIND, a provider of solutions for the Fashion Industry, has announced a partnership with Visual Retailing, a provider of Retail Experience Management solutions.

“Reduced time to market and increasing competition has put pressure on margins as never before. A significant way in which a retailer or brand can differentiate itself is through Visual Merchandising, leading to higher conversion by enhancement of the retail experience.” said Sanjoy Sahgal, CEO of AXIND. “Visual Retailing is a pioneer in this field and we are proud to work together with them.”

Under the partnership, AXIND has been appointed as a Visual Retailing Solution Provider and can now deliver end to end solutions that now include Mockshop and Sampleroom.

*“Visual Retailing users have replaced words and numbers - those easily misunderstood snippets of communication - with images everyone can understand and no-one can misinterpret. That's not a little different - it's a LOT different. As everyone knows, a picture paints a thousand words, leading to many opportunities to improve the way business is done - across the entire organisation.”*

## **About Visual Retailing**

Visual Retailing is a privately held company that delivers Visual Merchandising and Range Visualisation Tools for the Fashion industry. It has over 200 customers in Europe and the US including top fashion brands like VF, Liz Claiborne and Levis.

## **About AXIND**

AXIND is a privately held company that delivers PLM (Sourcing), Manufacturing and Sales solutions to companies in the Fashion and related industries with its ChainReaction® suite of products. Founded in 2004, AXIND's customers include leading retailers and wholesalers in Europe and Asia and several large and medium sized Asian manufacturers.



ChainReaction®