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# PRESS RELEASE

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AXIND, a provider of solutions for the Fashion Industry, has released a new product ChainReaction® SELL. This product is for retail, wholesale and web sales.

“With this product, we have completed our vision of being able to provide an end-to-end solution for companies in the Fashion and Lifestyle vertical,” said Sanjoy Sahgal, CEO of AXIND. “ChainReaction® SELL completes the solution suite that we have built with our products ChainReaction® SOURCE and ChainReaction® MAKE. Now all aspects of the business are covered.”

## **About ChainReaction® SELL**

ChainReaction® SELL is a member of the ChainReaction™ suite of applications that cover end-to-end functionality for companies in the Fashion and Lifestyle industries. ChainReaction® SELL makes it possible to exploit and unify information from multiple sales channels using the same product and sales information.

One system that unifies retail, wholesale and web sales enabling you to sell anywhere with up-to-the-minute inventory status. Access style and order information anywhere, anytime using just your internet browser. Allocate and distribute goods from remote warehouses.

- Multi-Channel Sales
- Store & POS Management
- Anywhere, anytime retailing with Internet POS
- Web Sales
- Back-to-back Sales to Purchase Orders
- Sales trend Analysis
- Inventory and Warehouse Management
- Distribution over Customers/Shops
- Sales quotations and Sales Contracts

## **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®*