



Creating value through technology

PRESS RELEASE

Gurgaon, India – 9 September, 2008

AXIND, a provider of solutions for the Fashion Industry, has been included in the list of “PLM Vendors That Can Change the AFA Landscape” report published on August 28, 2008 (ID Number: G00160237) and authored by Gartner analysts Peter Bambridge and Marc Halpern. The report highlights selected companies with product life cycle management (PLM) solutions for apparel, footwear and accessories (AFA) manufacturers and retailers.

“Once again, Gartner has confirmed our ability to deliver solutions and value for our customers in the Fashion industry.” said Sanjoy Sahgal, CEO of AXIND.

“Manufacturers and retailers looking for a flexible framework within which to deliver their PLM capabilities should evaluate ChainReaction, especially where workflow-driven activity and driving the business through critical-path management are key.”

“The unified architecture, built on Microsoft .NET, provides a familiar Windows-like interface over the Web, and the configurable application framework also enables simplified upgrades. Typical implementations are swift, with an emphasis on mapping the applications to existing systems using XML tools, as well as configuring the business processes, models and forms to meet specific customer requirements. The solutions are offered in a traditional licensed model or through SaaS; this dual approach is scalable and designed to enable adoption by companies with small user communities, as well as by larger enterprises.”

About GARTNER

Gartner, Inc. (NYSE: IT) is the world’s leading information technology research and advisory company. They are a partner to 60,000 clients in 10,000 distinct organisations. Through the resources of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events, they work with their clients to research, analyze and interpret the business of IT.

Founded in 1979, Gartner is headquartered in Stamford, Connecticut, U.S.A., and has 4,000 associates, including 1,200 research analysts and consultants in 80 countries.

About AXIND

AXIND is a privately held company that delivers Sourcing (PLM), 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, wholesalers, manufacturers and agents in Europe and Asia.

AXIND, was earlier selected by Gartner analysts Peter Bambridge, Dan Miklovic and Dale Hagemeyer in their list of “Cool Vendors” in the “Cool Vendors in Consumer Goods, 2008” ((ID Number: G00156266) report published on March 17, 2008.

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