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The Indian Retail School has selected AXIND's ChainReaction® SELL solution for their PG students of Fashion Marketing and Fashion Retail to gain a hands-on experience with the retail industry and point-of-sale (POS) solutions.

“It is a wonderful and meaningful software for our aspiring retail graduates and will give them a practical edge over other professionals with the perspective of adding value and ensuring that the companies they work for have a competitive advantage over the others.” said Dr. A.K.G. Nair, Director, Indian Retail School.

ChainReaction® SELL makes it possible to exploit and unify information from multiple sales channels (retail, wholesale and web sales enabling) one to sell anywhere with up-to-the minutest detail of inventory. Powerful POS management capabilities, Customer Loyalty, Sales Promotions and other advanced retail functionality combined with Internet POS makes it a cutting-edge solution.

“Indian Retail School has grown to be a household name in Retail education in the country. It is a huge compliment for us that such a reputed institution, with a highly qualified and experienced faculty has selected our software to teach its students.” said Sanjoy Sahgal, Managing Director of AXIND.

### About Indian Retail School ([www.indianretailschool.com](http://www.indianretailschool.com))

The Indian Retail School (IRS) is the first academic institute of retail, launched by House of Pearl, catering to the growing fashion and retail sectors in India. The institute conducts a range of programmes to educate and hone the skills of retail professionals and aspirants to meet the immediate and upcoming requirement of the retail sector. All programmes and service are geared towards building skills, knowledge and understanding at all levels of management.

Indian Retail School aims to create a primary resource centre for all retail manpower specialization. The curriculum structured by industry experts, include classroom lessons, case studies, management games,

interactive sessions, seminars, role plays, exercise, workshops, project and group activities. The programmes are commercially relevant, ensuring that the students of Indian Retail School maximize their employment and growth prospects.

The institute provides unique educational and career development opportunities through its different programmes for:

- Students who want to start a career in retail.
- Experienced retail people, who aspire for better prospects.
- Entrepreneurs who wish to make their business ventures successful. Special modules for the traditional retailers or retailers from family owned business in order to modernize & organize their retail businesses.

### **About AXIND ([www.axind.com](http://www.axind.com))**

AXIND is a privately held company that delivers Sourcing (PLM), Manufacturing, Sales and Visual Merchandising solutions to companies in the Fashion and Lifestyle industries.

AXIND was selected twice by the IT research major Gartner as one of their 5 “Cool Vendors in Consumer Goods, 2008” and as one of “The PLM vendors who can change the AFA (Apparel, Footwear, Accessories) landscape”.

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