

Delhi, India – 11th December, 2009



The National Institute of Fashion Technology (NIFT) has selected AXIND's ChainReaction® MAKE solution for teaching their 7th semester students Fashion Technology the ins and outs of the use of software in the India Fashion industry.

“It is important for our students to get a feel of industrial-strength software that is in use in the industry” said Professor Suhail Anwar, Department of Fashion Technology, NIFT Delhi.

ChainReaction® MAKE is a flexible system and allows customers to run their businesses the way they want to. It is customizable to the specific processes of the customers. Via this system an organisation can get a complete control of their materials management, inventory and production processes. As a result various efficiencies can be achieved. Management no longer has to ask and wait for reports, all the information is available to them in real-time.

“We are proud to be selected by NIFT; it is extremely exciting to be interacting with the next generation of managers of the industry” said Sarvesh Agrawal, Product Manager, ChainReaction® MAKE from AXIND.

About NIFT (www.nift.ca.in)

National Institute of Fashion Technology was set up in 1986 under the aegis of the Ministry of Textiles, Government of India. It has emerged as the premier Institute of Design Management and Technology with NIFT has 13 centers all over India and many thousands of students graduating every year.

NIFT has MOUs with 29 leading fashion schools all over the world and is the institution of choice for any recruitment in the Indian Fashion Industry.

About AXIND (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”.