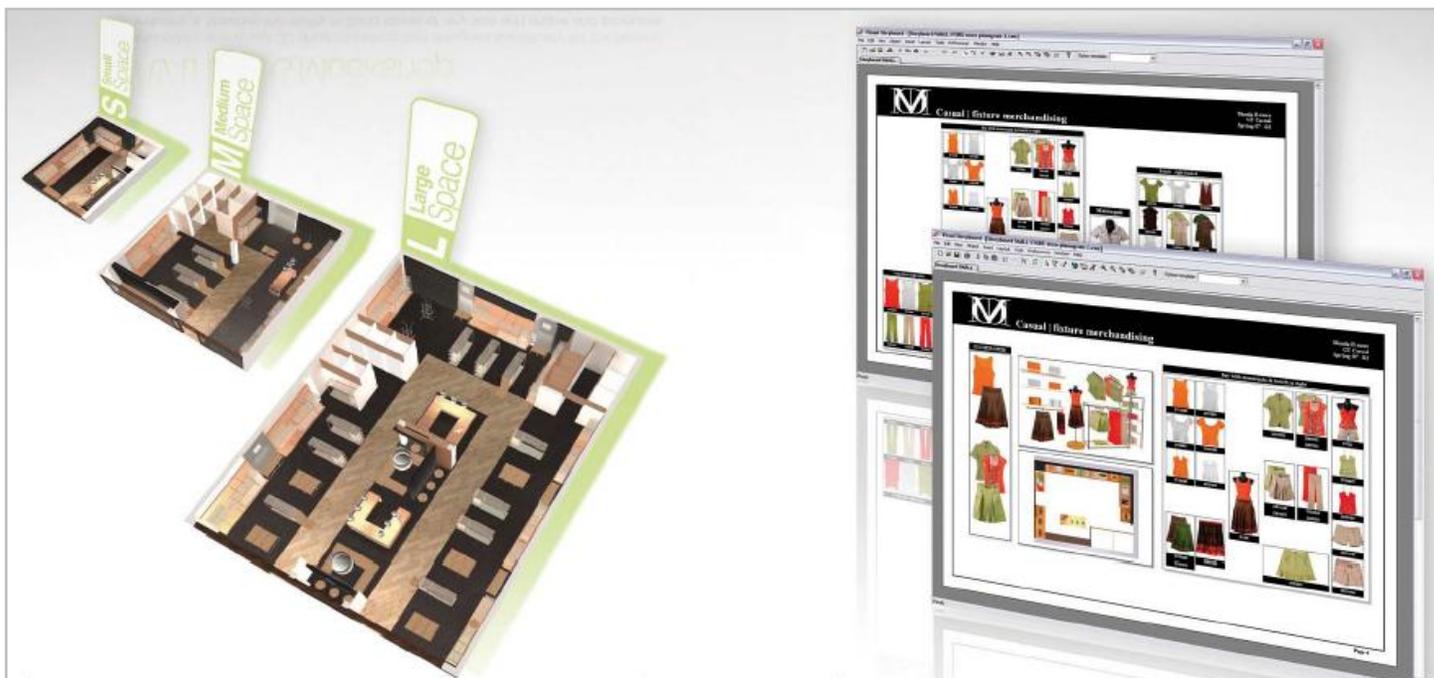


Delhi, India – 4<sup>th</sup> January, 2010



Pearl Academy of Fashion has selected MockShop visual merchandising software from AXIND for their PG students of Fashion Marketing in their Delhi, Jaipur and Chennai centers to gain a hands-on experience with visual merchandising.

“Pearl Academy's vision is to enhance the productivity and competitiveness of the entire fashion value chain and for this purpose to create envisioned talent equipped with the latest tools and technologies. The choice for Mockshop was an obvious one, as it is an appropriate and futuristic software that can improve upon the visual merchandising skills and capabilities of our graduates.

"said Dr. A.K.G. Nair, Group Director, Pearl Academy of Fashion.

MockShop is visual merchandising software designed specifically for the Fashion Industry. It is a virtual reality tool that gives visual merchandisers complete creative freedom for building interactive 3D stores of any size and designing shop floors by simply dragging & dropping fixtures, garments and graphics. Mockshop's automatically generated planograms communicate your vision delivering a perfectly executed shop layout – all from the comfort of your PC.

“Indian fashion companies need to better understand and apply visual merchandising concepts in their retail outlets. The value of visual merchandising is easily illustrated by a McKinsey study that has shown that 70% of customers make an initial ‘buy’ decision on the shop floor! Pearl Academy of Fashion has selected MockShop, the world's favorite visual merchandising software, to teach its students.” said Sanjoy Sahgal, Managing Director of AXIND.

## About Pearl Academy of Fashion ([www.pearlacademy.com](http://www.pearlacademy.com))

Pearl Academy is a pioneering institute of fashion technology imparting quality education in fashion for more than a decade. Their objective is to train professionals with a comprehensive range of cognitive and intellectual skills, planned to develop across a wide range of learning experiences.

The Academy enjoys very high employability among reputed organizations and a high status as India's most prestigious provider of education & training for the fashion and related sectors. A number of PAF alumni are in key positions in the industry all over the world. The Academy takes pride in its high caliber faculty, outstanding track record in student exchange, international networking & placement.

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

AXIND is a privately held company that delivers Sourcing (PDM & 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".

