

Delhi, India – 21<sup>st</sup> January, 2010

AXIND, a provider of solutions for the Fashion and Lifestyle Industry, was selected for two different products as the “Best Retail Suppliers 2010” by Retailer magazine.

Retailer magazine selected AXIND’s **ChainReaction® SELL**, a Retail and POS solution, and **MockShop**, a 3D interactive 3D Visual Merchandising solution. These articles can be viewed in the 2010 anniversary issue of the Retailer magazine.

“It is great to have our hard work recognized by thought leaders in the Indian retail market. It is an honour to be selected twice by the Retailer magazine” said Varun Suri, CEO of AXIND.



### About Retailer magazine ([www.franchiseindia.com](http://www.franchiseindia.com))

Retailer is a magazine dedicated to retailing in India and all related ideas, concepts and technologies related to the retail industry. It publishes a study once every year selecting the best IT, designing and logistic companies who form the backbone of retail operations in India.

### 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”.