

## Press Release

### AXIND partners with the Army Institute of Fashion Design (AIFD) to enhance their curriculum

**Bangalore, India. July 2012** - Bangalore based, Army Institute of Fashion & Design (AIFD) partners with AXIND software to enhance their curriculum and provide students with an exciting new solution to increase their understanding of Visual Merchandising.

The institute has made MockShop an integral part for both its undergraduate and post graduate programs. The software licenses have been given free-of-charge as part of the company's on-going commitment to provide access to Mockshop software for any education establishment teaching visual merchandising.

**“We are impressed with AXIND’s ability and expertise in implementing MockShop. The solution will enhance the confidence of the present students and help to support the industry in a better way”**

Dr. H. L. Vijayakumar, Principal at AIFD

#### ***About The Army Institute of Fashion Design (AIFD)***

The Army Institute of Fashion & Design, Bangalore was established in 2004. The primary focus of the Institute is to make available excellent technical and professional education in the field of Fashion Designing and Apparel Management.

#### ***About AXIND (www.axind.com)***

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

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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