



AXIND Software announces partnership with Emkor Solutions

Leading provider of software tools for the fashion, apparel and lifestyle industry partners with leading Business function as a Service (BFaaS™) provider

Gurgaon, Haryana, India – December 15, 2013 – AXIND Software Pvt. Ltd., a leading provider of software tools for the fashion, apparel and lifestyle industry, today announced it has signed a partnership agreement with Emkor Solutions, a leading provider of end-to-end Business function as a Service (BFaaS™).

Under the agreement Emkor will distribute and market ChainReaction® suite of products through Northern India. The partnership with Emkor is an important step in building AXIND's presence in the domestic market and part of AXIND's strategy to focus on innovation and investment in its partner ecosystem. As a member of the global AXIND channel partner team, Emkor will receive significant partner benefits including comprehensive product training, dedicated sales assistance, and quality technical support. In addition, the companies will implement joint marketing programs across the target markets.

According to Matteo Chiampo, CEO of AXIND Software, the company has partnered with Emkor because of its focus on business transformation through IT. "AXIND and Emkor share a common business goal of helping mid-market clients improve their processes and become more effective in their core strengths through the adoption of technology. We are enthusiastic about the partnership with Emkor because of its leadership position in transforming people driven companies into process centric organizations, and its emphasis on enabling clients to focus more on their core business processes to build sustainable competitive advantages."

"Emkor is very excited about the expansion of its portfolio of cloud-based solutions by adding AXIND's planning to point of sales solution," said Vikram Dham, Co-founder and CEO at Emkor Solutions Limited. "Our industry and domain knowledge, coupled with specialization of AXIND ChainReaction® product suite, is a compelling offering of innovative and differentiated solutions for our end customers

About AXIND Software Pvt. Ltd.

AXIND Software is a leading provider of technology supporting the Fashion and Lifestyle industries, from planning to retail, and everything in between. AXIND's web-based, industry-specific, easy-to-use and secure ChainReaction® product suite, based on the latest Microsoft technology, helps companies bring product to market faster, communicate better, decrease errors, and become more profitable and competitive. AXIND works closely with Importers, Exporters, Manufacturers, Wholesalers, Distributors, Brands, Retailers, Agents, and Designers to streamline processes and become more efficient with the support of ChainReaction®.

About Emkor Solutions Limited

Founded in 2012, Emkor is among the few companies having focus in cloud offerings and has pioneered the concept of "Business Function as a Service (BFaaS™)". With rich experience & success stories, we have built capabilities of envisioning, emerging and future business trends and incorporating best solutions in business processes to bring a complete transformation in the way enterprises operate, maintain sustainable competitive advantage & profits. As businesses around the globe aspire to transforming themselves from a people driven organization to a process-centric market leader, and focus more on their Core competencies and remain competitive in the market place, they look to leverage standardized business processes and best in class technology whilst reducing capital outlay in either resources or technology. Business Function as a Service (BFaaS™) offers a subscriber pay as a go, on demand service delivery model that businesses can leverage to outsource end-to-end all their critical but non-core business functions such as F&A, HR, Payroll, Taxation and IT. By combining the best in class IT cloud technologies, this is a fundamental shift from the traditional BPO time/material and resource management type engagement to a move towards results and outcomes based objectives.

For more information:

Vikram Dham, MD & CEO, Emkor Solutions Limited.

Emkor Solutions Limited, 345-348, Tower B, Spaze iTech Park, Gurgaon-Sohna Road Sector-49, Gurgaon

Executive Assistant:

Sidarth Raj (Desk +91 124 440 2954) (Mob +91 852 759 5052)

email: sidarth.raj@emkor.com

Munish Kumar, Sales Head, AXIND Software Private Limited.

AXIND Software Private Limited, C 616, Nirvana Courtyard, Sector 50, Gurgaon Haryana 122002 India.

Tel.: +91 96 54 94 3456 Email: munish.kumar@axind.com