Press Release

ShopNineteen.com selects AXIND ChainReaction® PLM+ to accelerate product development and sourcing processes

Gurgaon, HR, India, October 2013 – ShopNineteen.com, a leading e-tailer of trendy fashion for women, has chosen AXIND's ChainReaction® PLM+ to harmonise and streamline its product management and supply chain processes.

AXIND's fully web-based Product Lifecycle Management (PLM) solution enables ShopNineteen.com to quickly plan and develop its collections and collaborate easily with all the stakeholders making it possible for ShopNineteen to achieve its goal of launching the trendiest collections in town twice each month.

"We have selected AXIND's ChainReaction® PLM+ for its range of functionality. It enables us to manage every aspect of the process, including merchandise planning, product development, requests for quotes from suppliers, quality management, and purchase order management. The state of the art web based technology in combination with the deep understanding of the fashion industry made the choice for AXIND inevitable" says Narinder Mahajan, CEO of ShopNineteen.com.

"**AXIND has the unique ability to provide the complete range of functionality required for an E-Commerce vendor of Fashion products. It is a privilege for us to be able to work with a fast growing, leading fashion company like ShopNineteen**", says Matteo Chiampo, CEO of AXIND.

About ShopNineteen.com (www.shopnineteen.com)
One of India's fastest growing Online brands, 'nineteen', selling through Shopnineteen.com is a one-stop shop for young girls, lovely ladies and gorgeous women looking for trendy wardrobe solutions. Online shopping for women was never this exciting with the affordable prices and an assortment of chic choices. Launching the trendiest collections in town more than twice a month, dressing up for a party or planning a weekend out is now just a click away with shopnineteen.com

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, retail and lifestyle industry.

Company Contacts

AXIND Software Pvt. Ltd.
Munish Kumar
Tel: +91 96 5494 3456
Email: munish.kumar@axind.com

ShopNineteen.com
Narinder Mahajan
Tel: +91 98 1811 8200
Email: Narinder.mahajan@shopninetee n.com