

Press Release

91 Degree selects AXIND ChainReaction® SELL

Gurgaon, India, October 2013 – 91 Degree, a designer and retailer of aesthetically designed high-end furniture and home furnishings has chosen AXIND's ChainReaction® SELL to control all sales operations.

AXIND's fully web-based multi-channel sales solution will enable 91 Degree to manage sales through multiple POS (point-of-sale) and to customers across different geographies.

"We have selected AXIND's ChainReaction® SELL for its range of functionality. With its powerful features for highly targeted sales promotions, custom loyalty programs, real-time sales monitoring, and management of orders, shipments and warehousing, it enables us to manage every aspect of our sales process. AXIND's state-of-the-art web based technology, in combination with the deep understanding of the retail industry, will ensure that 91 Degree can serve its customers well, and form a basis for our growth" says Manish Laungani, CTO of 91 Degree.

"91 Degree has amazing products at affordable prices, an unbeatable combination. We are sure that they are going to go far and it is a matter of pride for us to be associated with them", says Matteo Chiampo, CEO of AXIND.

About 91 Degree

Ninety one degree, the brain child of interior entrepreneur Alon Molay and a pool of promising design talents from around the globe, is a young design house and manufacturer of contemporary wooden furniture. Their ambition is to bridge the gap between lifestyle and handicrafts and to bring their customers fresh & unique products, high-end furniture and above all "serious, clean and uniquely aesthetic design. Quality and design are their key assets as a company, dedication to our work, a strong focus on service and customer satisfaction, superior quality and last but not least their burning passion for design is what has made the difference for ninety one degree.

About AXIND (www.axind.com)

AXIND is a privately held company that delivers web-based Sourcing (PLM+), Sales, Manufacturing and Visual Merchandising solutions to companies in the fashion, retail and lifestyle industry.

Company Contacts

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