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# PRESS RELEASE

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**Gurgaon, India – 25 March, 2008**

AXIND, a provider of solutions for the Fashion Industry, has been included in the list of “Cool Vendors” in the “Cool Vendors in Consumer Goods, 2008” report published on March 17, 2008 and authored by Gartner analysts Peter Bambridge, Dan Miklovic and Dale Hagemeyer.

“We’re proud and excited to be named one of Gartner’s Cool Vendors of 2008 as we believe it points to further confirmation of AXIND’s ability to deliver on its promise of helping companies in the Fashion business do their work more efficiently,” said Sanjoy Sahgal, CEO of AXIND. “With active users in over 10 countries and a host of new customers across many different markets, the company is gaining recognition and acceptance in a new collaborative way of doing business over the web.”

*“What makes AXIND unique is its ability to configure the flexible framework to meet the workflow-driven business processes that are specific to the needs of fashion customers. The suite of products (ChainReaction Source, Make and Sell) are seamlessly integrated to cover all the major business processes from concept to sale.”*

*“In the product life cycle management (PLM) area, Axind exploits the workflow capabilities and strong collaboration features to model product development critical paths — not only to manage activities and tasks both internally and externally, but also to provide an effective decision support tool to model what-if scenarios and address the challenges as business changes impact the critical path.”*

## **About Gartner’s Cool Vendors Selection Process**

Gartner’s research does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn’t do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner’s interest or curiosity in approximately the past six months.

## **About AXIND**

AXIND is a privately held company that delivers PLM (Sourcing), Manufacturing and Sales solutions to companies in the Fashion and related industries with its ChainReaction® suite of products. Founded in 2004, AXIND’s customers include leading retailers and wholesalers in Europe and Asia and several large and medium sized Asian manufacturers.



ChainReaction®