

Gurgaon, India – 13th March, 2009

GruppoCoin SpA, one of the largest retailers in Italy, selected AXIND's web-based product ChainReaction® SOURCE for managing its world-wide sourcing operations. In the last two years the system has been implemented successfully at their sourcing offices in China, India, Bangladesh, Pakistan and Turkey with over 200 satisfied users. Using ChainReaction® has enabled GruppoCoin to standardize and streamline processes across its offices. (See our website www.axind.com for the Case Study).

“Thanks in part to AXIND’s understanding of the fashion business and software systems, ChainReaction® is now integrated with our central systems in Italy, giving us better control and visibility” said Bruno Cocchi, CIO of GruppoCoin SpA.

ChainReaction® SOURCE is a flexible system and allows customers to run their businesses the way they want to. It is customizable to the specific processes of the customers. The system generates reminders of activities coming due and running late, make sure the users know exactly what has to be done and when. Management no longer has to ask and wait for reports, all the information is available to them in real-time.

“We are proud to be the preferred solution partners of GruppoCoin SpA. We have worked with their excellent IT team to customize and improve our products to fulfill their requirements over the last two years” said Sanjoy Sahgal, CEO of AXIND.

About GruppoCoin SpA (www.gruppocoin.com)

GruppoCoin SpA is a Mestre (Venice) based Italian retailer. They have over 375 very large format stores in Italy and have also started retail operations in the Middle East and other countries in Europe.

GruppoCoin SpA is a market leader in Italy (and Europe) and its brands Coin, Oviessa and Yovi are icons of the European Fashion and Lifestyle Industries. They deal in a wide variety of products from adult & children’s clothing, home furnishings and accessories to perfumes.

About AXIND (www.axind.com)

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

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”. “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...” says Gartner analyst Peter Bambridge.