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# PRESS RELEASE

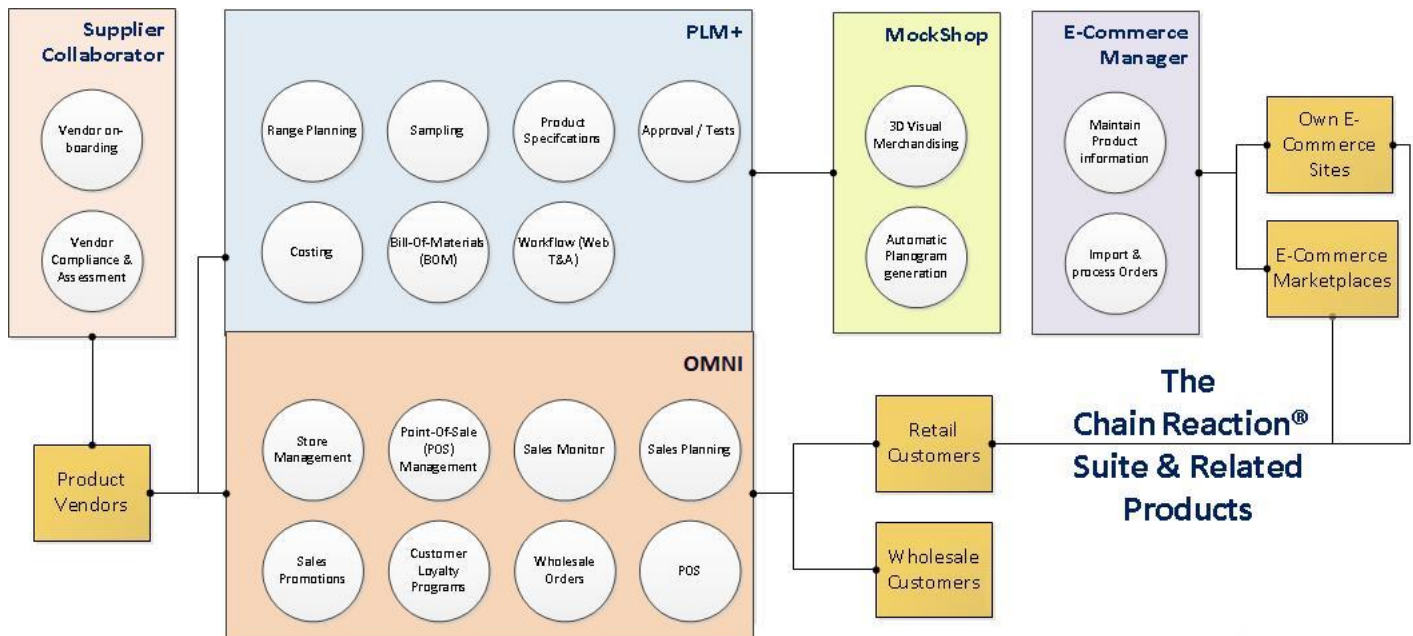
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Gurgaon, India – 11 October, 2015

AXIND has extended its product suite to offer a solution for the “Omni-channel” issue with Chain Reaction OMNI.

Fashion companies usually start with one kind of business but are then faced with challenges in how to expand. To optimize sales, they want to embrace multiple sales channels. However, they either have to do it manually or invest in multiple software products. AXIND now offers a way for these companies to start with one part of their product offering and gradually “grow” and use the other products. For example, start with just a product catalogue and working with E-Commerce vendors, then add your own stores, add export / wholesale. All of this with a single product catalogue and single inventory. AXIND helps manage the complexity around operating in a multi-channel environment.

Chain Reaction products now work together as follows:



## About AXIND

AXIND is a privately held company that delivers PLM (Sourcing), Sales and other solutions to companies in the Fashion and related industries with its Chain Reaction® 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 brands / retailers.