

Delhi, India – 13th February, 2012

AXIND, a provider of solutions for the Fashion and Lifestyle Industry, is participating in In Store Asia 2012, held in Pragati Maidan, New Delhi from 16th to 18th February 2012.

AXIND will be showcasing the following Visual Merchandising (VM) and related products at the show:

1. **MockShop** is a virtual 3D shop modelling tool designed specifically for the fashion industry. It provides the ability to build stores of any size and shape and produces crystal clear shop floor layout planograms that are easy to read and execute.
2. **StyleShoots** is everything you need in one complete package to give you web site ready, free standing images of your products without any manual processing. Hardware and software brought together for a simple yet elegant solution.
3. **ShopShape** is a web application in which you share your planograms with shop-floor staff, with fully interactive on-screen store layouts. Store Managers can give immediate feedback to the VM team on layouts and planograms, and upload images of merchandised fixtures for review.
4. **ChainReaction**[®] is a web based catalogue and order management. Keep track of all your article techpacks orders from anywhere in the world. Have all your offices, customers and vendors work together in one system enabling you to better control and manage your supply chain.

“In Store Asia is a great opportunity for us to showcase our products to the world of Indian Retail, and we hope to generate a great deal of interest with our cutting-edge products.” said Varun Suri, CEO of the VM division of AXIND.

AXIND’s employees have more than a 100 years of experience in the retail industry across three continents, their expertise

About In Store Asia (www.instoreasia.org)

In Store Asia is organized once every year by VJ Media Works and is an exclusive showcase for retailers on how to manage their store design and visual merchandising. VJ Media Works is a media company with interests in publishing and industry events related to the marketing communications and retail businesses. The company already owns three established publishing brands, Point-of-Purchase, Outdoor Asia and VM&RD targeted at the In-Store Marketing fraternity, Out-Of-Home advertising community and retail design and VM industry in the country respectively.

About AXIND (www.axind.com)

AXIND is a privately held company that delivers Sourcing (PLM), Sales (Retail, Wholesale & Web 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”.

