

Delhi, India – 12<sup>th</sup> March, 2012

AXIND, a provider of solutions for the Fashion and Lifestyle Industry, is participating in India Soft 2012, to be held in the Hyderabad International Convention Centre at Hyderabad from 21st, 22nd and 23rd March 2012.

AXIND will be showcasing the following products at the show:

## 1) ChainReaction® SOURCE

- Web PLM (Product Lifecycle Management) solution.
- **Purpose:** Merchandise / Assortment Planning with the management of your collections (catalogues, specifications, approvals, costing), orders (Sales/Purchase orders) and shipments while tracking it all with web Time-and-Action.
- **Target market:** Fashion Designers, Retailers, Brands and Buying Agents.

## 2) ChainReaction® SELL

- Web Multi-channel Sales solution.
- **Purpose:** Manage you sales and inventory for all your sales channels – retail shops, wholesale, web B2B and E-Commerce.
- **Target market:** Retailers of all sizes, regardless of what they sell.

“India Soft is a great opportunity for us to showcase our products to the world. We are looking for partners in different countries to resell our award winning software and hope to generate a great deal of interest with our cutting-edge products.” said Sanjoy Sahgal, CEO of AXIND.

AXIND’s employees have more than 100 years of experience in the fashion and retail industry across three continents, their expertise reflects in the depth and functionality of their products.

### About India Soft ([www.indiasoft.org](http://www.indiasoft.org))

India Soft is organized by Electronics and Computer Software Export Promotion Council (ESC), India’s apex ICT export promotion organization. It is a closed door business networking event which provides an opportunity to both global buyers and Indian exhibitors to interact and forge business alliances, do strategic networking, joint ventures and business tie ups.

INDIASOFT 2012 will facilitate building of competencies by providing Indian participants an in-depth understanding about technology, market development and demand dynamics which assists in strengthening their foothold globally. The 12th high tech edition of INDIASOFT will be visited by the global IT fraternity including representatives from Latin America, Africa, CIS, ASEAN, SAARC, North America, Europe, Japan, Middle East, Japan, Korea, etc.

### About AXIND ([www.axind.com](http://www.axind.com))

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