

## Press Release

### **HARPA selects AXIND ChainReaction® to manage its sales operations across retail locations and e-commerce**

**Gurgaon, HR, India, January 2014** – Harpa, the source for the most current fashions at a great value, has chosen AXIND’s ChainReaction® to centralize and integrate its various inventory allocation processes, for both online and offline retail channels.

“We choose Axind and ChainReaction as we felt fully confident that the product and the company had the ability to deliver on our needs” says Mr. Gurpreet Rangi, Director HARPA Retail Pvt. Ltd. “Out of the box we found all the functionalities we need to achieve our strategic goals. For instance, the integration between our e-commerce site and the management of inventory allocation across multiple online marketplaces and channels is supported by the tight integration of all the components within the ChainReaction product line” added Mr. Rangi.

“The opportunity for the best players in the apparel industry in India to go online and sell both direct and through marketplaces is huge. HARPA is moving thoughtfully to position itself as a leader in this area, and is taking full advantage of technology to support its multi-channel strategy.” says Sanjoy Sahgal, Axind’s Founder Director. “We are proud to partner with HARPA Retail, and to dedicate our domain expertise to the achievement of their vision. ChainReaction plays a key role in the execution of this strategy, and we look forward to a very successful partnership for years to come” concludes Mr. Sahgal.

#### **About AXIND Software Pvt. Ltd.**

AXIND Software is a leading provider of technology supporting the Fashion and Lifestyle industries, from planning to retail, and everything in between. AXIND’s web-based, industry-specific, easy-to-use and secure ChainReaction® product suite, based on the latest Microsoft technology, helps companies bring product to market faster, communicate better, decrease errors, and become more profitable and competitive.

#### **About Harpa ([www.harpa.in](http://www.harpa.in))**

The HARPA brand was born in 2007. Celebrated by many style conscious and trend-savvy shoppers, Harpa has quickly become the source for the most current fashions at a great value. Bringing something new to the high street, Harpa aspires to deliver every woman’s wardrobe needs – from well made staples to on trend fashion pieces. Harpa has become well-known for its exciting designs and is constantly seeking to find new, innovative, easy to wear prints and designs from all over the world.

For more information:

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