



Press Release

Softlink signs on fourteen clients in February 2009

Mumbai, March 17, 2009: Softlink Logistic Systems, one of India's pioneering software product companies, today announced the addition of 14 new clients to its rapidly-growing client roster in the month of February 2009. With the global economy facing one of its most challenging periods in nearly a century, Softlink's products, which help clients simplify operations and substantially reduce operating costs, are finding more and more takers.

Growth is evident across all of Softlink's solutions that include Visual Impex, Visual X-PORT, Visual Akash and Visual Samudra. Among Softlink's new clients for these products are Mimco Logistics (India) Pvt. Ltd., OMX Cargo Agencies Ltd., Lynn Cargo Care Pvt. Ltd., Cargomen Logistics India Pvt. Ltd., Online Tourism & Freight Pvt. Ltd., Sanket Overseas, Unique Global Logistics, Shri Swami Samarth Logistics, and Ismail Mohammed & Sons.

Commenting on new client relationships, Mr. Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd., said, "With the global economy battling economic meltdown, Softlink's solutions are becoming a must-have for companies interested in reducing operating costs by simplifying operations. The fourteen companies added to our roster in February is testimony of the same." He further added, "Softlink understands the business and technology challenges that our clients face and offers solutions to address the same, while increasing efficiency and reducing costs. We empower our clients to scale up their operations and be globally competitive, while being cost-conscious."

Over the past six months, Softlink has added more than 100 new clients, growing its roster to more than 2500 customers. Recently, the company also announced opening of its own offices in Chennai, Hyderabad and Bangalore, which will be responsible for customer support and acquisition, in the respective states of Tamil Nadu, Karnataka, Kerala and Andhra Pradesh. Softlink also expanded its product portfolio for international trade by unveiling Logi-Sys & X-Ponent, two new software products.

About Softlink



Softlink was established in the year 1992, with the sole aim of simplifying operations of organizations in the logistics industry worldwide through highly specialized software products. Softlink is a leading product company which exclusively provides software solutions across the logistics sector to Freight Forwarders, Custom Brokers, 3PL companies and also to Exporters and Importers. Softlink has a presence in every major city in India, including Bangalore, Chennai, Hyderabad, Kolkata, Delhi and Mumbai. Softlink's products are used by more than 50,000 users in over 2,500 organisations. Softlink's clientele include organisations like DHL Express, TNT India, FedEx, Videocon, Times of India, The Future Group, ABG Shipyard, Onida, Parle Products, Moser Baer India, AFL Dachser, Nippon Express, Schenker, etc. Key PSUs and Government Departments like Air India, Indian Oil Corporation, Dredging Corporation of India, and Embarkation HQ benefit from Softlink's products.

Please visit www.softlinkglobal.com for more information.

Media Contact

Adfactors PR Pvt Ltd

Annu Dwivedi

Phone: (0) 9930143515

Email: annu.dwivedi@adfactorspr.com