



Press Release

## Softlink signs 15 clients in March 2009, despite slowdown

Additionally, 15 existing customers renew their faith in company

Mumbai, April 7, 2009: Softlink Logistic Systems, one of India's pioneering software product companies, today announced the addition of 15 new clients to its rapidly-growing client base in the month of March 2009. Despite the global economy witnessing 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 CLS Systems, Wil-Haven Containerline, Jesia Mistry Agencies, Sai Shipping Services, Babuji Jet Sea Freights, Varunapriya, A. S. Clearing & Forwarding, Cargo Marketing International, Monarch International, Silvassa Lubricants, Ajay Clearing Enterprise, Sun Clearing & Forwarding Services, Wheels & Waves Logistics, Ramsons Cargo Services and Seaways Shipping Limited. Additionally, 15 existing clients repose their faith in Softlink by ordering additional software which included companies like ATC, Agility Logistics, Clearfast, Excel Exim, AV Global, Seaways etc.

Commenting on new client relationships, Mr. Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd., said, "Softlink's solutions are becoming imperative for companies interested in reducing operating costs by simplifying operations, especially during the current global economic meltdown. The 15 companies added to our roster in March is acknowledgment of the same." He further added, "Softlink, with its domain expertise in international trade and logistics, understands the business and technology challenges that the industry faces 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."

Speaking on Softlink's product Visual Samudra, Mr. Bharat Gohil, Director, Wil-Haven Containerline, said "The freight forwarding industry is facing an enormous difficulty of streamlining processes and increasing efficiency considering the current economic scenario.



The modules and features of Visual Samudra are specifically designed for the requirements of the industry, which helps in efficient processing of information and simplify operations for us.”

Over the past seven months, Softlink has added more than 130 new clients, growing its client 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](http://www.softlinkglobal.com) for more information.

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