



Press Release

Softlink unveils new corporate identity

Plans global expansion, addition to product portfolio

Mumbai, January 19, 2009: Softlink, one of India's leading software product companies, today unveiled its new corporate identity. The new brand identity highlights the most important benefit Softlink's products deliver to customers - *Simplifying Operations*.

"We have re-invented ourselves to serve our customers better. All our energies are now focused on *Simplifying Operations* for businesses, so as to help them run their enterprise with ease, speed and complete peace of mind. Our products and solutions help our clients cut costs, reduce costly errors, eliminate duplication and finally, delight their customers," said Mr. Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd.

"The new positioning statement communicates our most important contribution to our clients' business, will allow Softlink to be recognized better for our contribution and establish a stronger emotional connection with our customers. It will also help us strengthen our overall position and grow the value of our brand as we evolve into a global company," said Mr. N.K. Gupta, Chairman, Softlink Logistic Systems Pvt. Ltd.

Softlink is planning to expand its presence across India, the United States, Middle East and South East Asia. The company is also in the process of expanding its product offerings by introducing new and innovative products that would enable clients to plan, execute and monitor resources better for their business growth.

Softlink, building on its vast knowledge and experience of creating software products for the logistics sector, has decided to create the infrastructure necessary for undertaking turn-key projects for customized solutions from global logistics players.

As part of the company's brand awareness enhancement programme, Softlink has significantly updated its website, www.softlinkglobal.com, and plans to launch a multi-pronged marketing campaign.



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.

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