



Press Release

Softlink trains its customers to simplify their operations

Organises advanced training program for members of BCHAA

Mumbai, August 14, 2009: Softlink, one of India's leading software product companies, in association with BCHAA (Bombay Custom House Agents Association) today announced the completion of Advanced Training Program on 'Visual IMPEX', a software solution used by over 35,000 users in more than 1800 companies. Visual IMPEX helps simplify operations of Customs House Agents (CHA) and Self Clearing Companies in their core business of Customs clearing while complying with complex Indian Customs procedures. The one day training program was attended by more than 150 members of BCHAA who have been using Visual IMPEX but were yet to uncover its true potential.

The inauguration program was presided over by Mr. Omprakash Agrawal, President, BCHAA, Mr. Nimesh Desai, Hon. Secretary, BCHAA and Mr. Rajesh Gosalia, Chairman EDI Committee, BCHAA. Mr. Rajiv Desai, Vice President, BCHAA and Mr. Pankaj Shah, Hon Secretary FFAI, also graced the occasion.

Addressing the members, Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd., said, "The need for the session was felt as the majority of users of Visual IMPEX are not utilizing the product to its full potential. In a meeting with Mr. Agrawal, on broaching this subject, both Mr. Agrawal and I arrived at the conclusion that there was an urgent need to make the user of Visual IMPEX aware of its extensive capabilities. We ran up the idea of conducting a series of training sessions in association with the BCHAA for the benefit of its members."

He added, "I would like to thank Mr. Agrawal and other members of BCHAA, for their support towards making this initiative a success. We will continue to be in the forefront of simplifying operations of the logistics and international trade and uphold the tradition of reliability, trustworthiness and excellence."

Mr. Omprakash Agrawal, President, BCHAA (Bombay Custom House Agents Association) speaking on this occasion said, "It is my goal to make this industry the first or second choice of the younger generation. We are conducting courses for imparting knowledge of the industry and give the participants a cutting edge over others." He further said that that the examination being conducted by the customs should be taken over by the federation and be accredited by Customs". While commending Softlink's efforts Mr. Omprakash requested that such events be held more frequently so that more and more users can benefit. Mr. Omprakash



said that he has a firm belief that a positive outlook and positive thoughts will help the industry and people in general to grow and achieve greater heights.

Mr Rajesh Gosalia, Chairman EDI Committee, talked on the need for quality and accuracy of the data being submitted to customs. He cautioned the industry about pitfalls in the erroneous data submitted to Customs, which leads to litigation and unnecessary legal tangles. Mr. Rajesh praised certain advanced features of Visual IMPEX such as tracking; which with its inbuilt functionalities will benefit the users. Mr. Gosalia lauded the efforts taken by Softlink.

Mr. Agrawal assured the participants of more such events in collaboration with Softlink in the future for enhancing the knowledge and improving the efficiency of the CHA fraternity.

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.

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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