

## PRESS RELEASE

# Liladhar Pasoo adopts Softlink's Logi-Sys to enhance international logistics operations

**Mumbai September 06 2010:** Liladhar Pasoo a 400 crore company and a pioneer in technology driven logistics is implementing a comprehensive, innovative technology solution to enhance their clients experience and provide better service. With over nine decades of expertise, Liladhar pasoo is a top ranked end-to end logistics solutions provider.

Liladhar Pasoo was scouting for a technologically upgrade the past several months and was evaluating the various options available. They had short listed a few vendors and after due diligence decide to ink the deal with Softlink for their premier solution Logi-Sys, an enterprise application comprising of import export management for international logistics.

The solution was implemented at their head office at Mumbai and is soon to be followed by other locations like Kandla, Delhi, Chennai and Bangalore. Liladhar Pasoo joins the growing number of companies who have selected Softlink as their technology partner.

The technological upgrade will give a fillip to the service capabilities of Liladhar Pasoo, seamlessly integrating their operations across facilities. The web based solution is a modular, scalable and extensible enterprise level application and covers the entire gamut of their services including freight forwarding, Customs clearance, financial operations and sales and service among others. The software is also capable of generating documents like HBL, HAWB, Manifest, Cargo Arrival Notice, DO, Bills of entry, Shipping bills etc. as well as built-in notifications system to update customers on their shipment status. Logi-Sys can be integrated with the corporate website to provide online status and many value added services to clients.

Speaking on the occasion Mr. Devendra shah said “We have implemented this technology in keeping with our endeavor to provide the most competitive single window end-to-end solutions for Import and Export Logistics to our clients. Our goal is to provide innovative, practical and top-quality logistic services that improve business solutions and add value for clients and business partners through consistent pursuit of excellence and commitment to our values. Logi-Sys will help us in achieving our goal.”

Mr. Ravi Shah said, “We were contemplating upgrading our technology to increase our service capabilities by adopting cutting edge technology. After a thorough research and evaluating all the options available in the market we finally took the decision to make Softlink our technology partner. Their technological know-how, domain expertise and in-depth understanding of the industry have resulted in a solution which is unique and a class apart. I am impressed by Softlink’s meticulous approach in implementing the solution and its interactive, in-depth training methodology. The solution has surprised me by its versatility and comprehensiveness.”

Commenting on the ongoing implementing at Liladhar Pasoo Mr. Amit Maheshwari, CEO, Softlink said “Logi-Sys will seamlessly integrate their entire operations across facilities and help them streamline their process.” Speaking about Logi-Sys he said, “Logi-Sys will empower logistics players to scale-up their operations, enable them to be globally competitive, thus helping enhance revenues while controlling costs. It will go a long way in fulfilling our mission of simplifying operations for the logistics industry.”

### **About Liladhar pasoo**

LP Group was incorporated in the year 1919 with the objective of providing its clients quality services. Over the years the company has evolved into an organization with a unique blend of international freight forwarding, CHA and infrastructure products backed by latest IT initiatives enabling them to handle large and complex assignments with a complete customer focus and a strong work ethics. Liladhar Pasoo has the most experienced and dedicated manpower in the industry. Their in-depth market knowledge for business development and emerging opportunities and responsive management lookout has made them the top ranked end-to end logistics solutions providers and an established Custom House Agents in India. Liladhar pasoo's range of services include International Freight Forwarders, Customs House Agents, Port Handling And Stevedoring, CFS Handling, Chartering, Transportation, Warehousing, Container Freight Station and other Value Added Services

<http://www.liladharpasoo.com>

### **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 and solutions. Softlink is a leading product company which exclusively provides software solutions across the logistics sector to Freight Forwarders, Custom Brokers and 3PL companies along with 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 60,000 users in over 3,000 organizations. Softlink's clientele include organizations 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, DB Schenker, Kuehne + Nagel, Agility etc. Key PSUs and Government Departments like Air India, Indian Oil Corporation, Dredging Corporation of India, and Embarkation HQ benefit from Softlink's products.

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