

## Softlink bags 45 clients in last quarter

Mumbai, June 23, 2009

### News Facts:

- Softlink Logistic Systems, one of India's pioneering software product companies for Logistic and International Trade, today announced that they have added more than 45 new clients in the past quarter that included companies from shipping, freight forwarding and custom agents
- New accounts signed have companies like GAC Shipping, Sainath Forwarders, Longulf Trading, Cargomar, Leader Electricals, Daga Air Agents, Jai Narayana Shipping
- Growth is evident across all of Softlink's solutions that include Visual Impex, Visual X-PORT, Visual Akash and Visual Samudra
- Additionally, 20 existing clients repose their faith in Softlink by ordering additional software
- Over the past seven months, Softlink has added more than 150 new clients, growing its client roster to over 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

### Supporting Quotes:

- "We focused on creating solutions to reducing operating costs and in the process simplifying operations for the logistics and international trade. The 45 companies added to our client roster in the past three months have strengthened our conviction to continue developing products to serve the industry needs." Said, Mr. Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd.

- **Mr. Maheshwari further added,** “Softlink, with more than 16 years of 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 cost. Softlink believes in empowering customers to broaden their operations and be globally competitive, while being cost-conscious.”
- “Visual Impex is a time saving solution to freight forwarders needs. It has simplified operations for us beyond our expectation; generating all our reports for any of our requirement is convenient now.” said, **Mr. Omprakash Managing Director, Sainath Forwarders Pvt. Ltd.**
- “Highly beneficial software for exporter, document generation is possible in less time and error-free.” Said, **Mr. Sharad G Menon, Managing Director, Longulf Trading (India) Pvt. Ltd.**
- “This is the topmost software used by Customer House Agents (CHAs), the software has been designed for every single requirement of CHAs, easy to generate reports planning to implement it in all branches, waiting for Live Impex, highly satisfied with the software” said, **Mr. Madhu Nambiar, Designation, Cargomar Pvt. Ltd.**
- Other companies like GAC Shipping and Jai Narayana shipping echoed the same thoughts that Softlink’s products have been highly beneficial in making processes more efficient and productive

## 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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