

Softlink Awarded as a Winner for 'IT & Software Company of the Year' 3rd time in a Row

Softlink is recognized for its innovation and pioneering efforts in logistics technology solutions.

Chennai 13th July, 2012: Softlink Global Pvt Ltd was adjudged as the 'IT & Software Company of the year' at 4th South East CEO Conclave & Awards (Part of EXIM India's Cargo Scope 2012 International Conference and Exhibition) held on July 13. Softlink has been working closely with the logistics industry to create growing edge technology solution to help manage operations and increase efficiency of logistic companies across the world. Today, Softlink's solution are used by over 60,000 satisfied users in more than 3,000 organizations across the globe and the numbers are ever increasing

This is 3rd consecutive time that Softlink has won this award. The company has been bestowed with several such laurels for being pioneer in formulating IT solutions for the logistics industry. The Award is instituted by EXIM Group to honor the best-performing organizations in the logistics industry in multiple categories, such as Ports, Ship Owners, Container Operators, Container terminal Operators, Logistics Company of the year, NVOCC, CHA and many more. More than hundred nominations in various categories were judged by a panel of eminent jury

Commenting on the award Mr. Amit Maheshwari, MD & CEO, Softlink, said, "The award is an acknowledgment of Softlink's landmark achievements and its continuous endeavor to excel in simplifying operations of organizations in the logistics industry worldwide through highly specialized software products. Softlink has achieved significant growth by providing specialized solutions that help logistics service providers transform their processes to achieve greater growth and efficiency."

He further adds, "Our commitment to quality solutions has been doubly reinforced with the appreciation and recognition our efforts have earned. This award is a testimony to our customers' belief on Softlink and its offering."

Softlink is the leading global logistics technology provider for the logistics sector and international trade. The award recognizes Softlink's initiative to deliver innovative, world-class solution for the logistics sector. Its award-winning portfolio Logi-Sys, the web based comprehensive logistics management software that integrates the operations of logistics service providers across functions.

Launched three year back, Logi-Sys — an enterprise application for logistics service providers, incorporates an integrated approach to optimize logistics operations. A first of its kind application that has been designed especially for the logistics sector, Logi-Sys has found acceptance from all quarters including some of the major international logistics service providers. Softlink was India's first company to come up with software especially designed for the logistics industry. In keeping with its core values of innovation and simplifying operations of companies Softlink has continuously delivered solutions that have transformed the working of the industry.

About Softlink Global

Softlink Global was established in the year 2005, 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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