

Softlink expands in south India, launches 2 products

Sets up Chennai, Bangalore & Hyderabad offices; unveils Logi-Sys & X-Ponent

Chennai, March 4, 2009: Softlink, one of India's premier software product companies, today announced its expansion in southern India. Softlink has set up its own offices in Chennai, Bangalore and Hyderabad, which will be responsible for customer support and acquisition, in the respective states of Tamil Nadu, Karnataka and Andhra Pradesh. Softlink also expanded its product portfolio for international trade by unveiling Logi-Sys & X-Ponent, two new software products.

Speaking on the occasion, Mr. Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd., said, "Softlink has been growing and expanding rapidly. In certain segments we cater to, like simplifying the operations of custom broking, we have achieved market share of close to 80 per cent in markets like western India. Earlier, southern India was being looked after by our channel partners. Our own presence in centres like Chennai, Bangalore and Hyderabad, will enable us to repeat the success of western India in these markets. We already have around 200 clients in Chennai, around 150 in Bangalore and 50 in Hyderabad, and another 100 in other southern cities. We foresee a huge opportunity to serve various organizations in logistics through our products like Logi-Sys and Visual Impex, and other segments like engineering and IT retail through our new product – X-Ponent."

Logi-Sys is a web-based, enterprise-class Logistics Suite for managing the operations of international freight forwarders, third party logistics players (3PLs), Air Cargo Agents, Shipping Agencies and Non-vessel operating common carriers (NVOCCs). The product is designed to address the challenges of management of air and sea freight operations across locations, manage revenue flow, streamline documentation and meet regulatory requirements. Logi-Sys supports multi-country and multi-currency transactions.

X-Ponent is a software for sales, service and marketing operations management that helps user organizations to win every deal, retain every customer and streamline processes. The product enhances an organization's efficiency, revenue and profit by enabling identification and capturing of every sales opportunity, easier retention of existing customers, and optimum utilization of organizational resources.

"The product portfolio expansion is a part of our overall strategy to go global and beyond the logistics industry. We believe that our products for logistics are among the best in the industry and we have developed expertise and experience to design new products for other sectors as well." Mr. Maheshwari said. "In difficult times like today, our products help companies reduce operational expenses, increase sales performance and improve customer retention. They



empower companies to scale up their operations, enable them to be globally competitive, while controlling costs," he added.

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.

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