

SOFTLINK ENTERS CHENNAI - 05 March 2009

Softlink announced its presence locally in South India with its own offices in Chennai, Bangalore and Hyderabad. The Chennai office was inaugurated by Mr. Amit Maheshwari CEO & MD on the 5th of March 2009. An auspicious start was made with a customary puja being conducted at the office. Mr. Amit Maheshwari was joined by Mr. R.Raja and Mr. Rameshkumar from the Chennai office along with Mr. Gopalakrishnan in praying for propitious tidings.



Mr. Amit Maheshwari during the puja at the inauguration of the new office



Our deep commitment, a desire to provide enhanced support and allied services to our clients and to cater to the ever growing needs of South India was the driving force behind the move to open offices in Chennai and other locations. Earlier Softlink was represented by its channel partners in South India. The Chennai office will be responsible for customer support and acquisition.



Press Conference

A press conference was organized to announce Softlink's direct presence in South India. 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 centers 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."



**Mr. Amit Maheshwari, CEO & MD and Mr. R. Gopalakrishnan,
Head-Support of Softlink Logistic Systems Pvt Ltd,**