



Press Release

## Softlink trains its customers to simplify their operations

*Organises advanced training program for members of BCHAA*

**Mumbai, January 17, 2009:** Softlink, one of India's leading software product companies, in association with BCHAA (Bombay Custom House Agents Association) today announced the completion of Advanced Training Program on 'Visual IMPEX', a software solution used by over 30,000 users in more than 1700 companies. Visual IMPEX helps simplify operations of Customs House Agents (CHA) and Self Clearing Companies in their core business of Customs clearing while complying with complex Indian Customs procedures. The one day training program was attended by more than 60 members of BCHAA who have been using Visual IMPEX but were yet to uncover its true potential.

The inauguration program was presided over by Mr. Omprakash Agrawal, President, BCHAA. Mr. R. Radhakrishnan, Chairman, Federation of Freight Forwarders' Associations in India (FFFAI), also graced the occasion. Mr. Nimesh Desai, Hon. Secretary, BCHAA and Mr. Rajesh Gosalia, Chairman EDI Committee, BCHAA were also present.

Addressing the members, **Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd.**, said, "We at Softlink always felt the need to help users in achieving greater efficiency by making them proficient in utilizing our products to its full potential. My good friend and a user of Visual IMPEX, Mr. Agrawal had expressed the need for making users more conversant with Visual IMPEX, as the software had many features which were yet to be discovered. Keeping his suggestion in mind, we have initiated a series of training modules which will help enhance usability and give added benefits of our products."

He added, "I would like to thank Mr. Radhakrishnan, Mr. Agrawal and other members of BCHAA, for their support towards making this initiative a success. We will continue to be in the forefront of simplifying operations of the logistics and international trade and uphold the tradition of reliability, trustworthiness and excellence."

**Mr Omprakash Agrawal, President, BCHAA** said, "It was my vision to make training an integral part of our association's activities since I assumed the office of the President of the BCHAA and to have a pool of trained manpower for our industry. I am personally reaping benefits of Visual IMPEX and Visual Accounts, Softlink's flagship products. These training programs will not just help users in effective documentation but also to grow their business and to manage their operations easily and effectively."

**Mr R. Radhakrishnan, Chairman, FFFAI** said, "Softlink's flagship software Visual IMPEX is considered the de-facto standard of the industry. In the fraternity, it is an established fact that



around 80% of the CHAs & Self Clearing companies entirely relies on Visual IMPEX for any kind of Customs documentation. I wish all the luck and provide our support to Softlink and BCHAA in conducting many more programs like these which benefit the industry in the long run.”

Mr. Agrawal assured the participants of more such events in collaboration with Softlink in the future for enhancing the knowledge and improving the efficiency of the CHA fraternity.

Softlink, building on its vast knowledge and experience of creating software products for the logistics sector, has decided to create the infrastructure necessary for undertaking turn-key projects for customized solutions from global logistics players.

### **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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