



Press Release

Softlink unveils Logi-Sys & X-ponent

Extends product portfolio for the logistics industry

Mumbai, January 29, 2009: Softlink, one of India's leading software product companies, today announced the launch of two new products, 'Logi-Sys' & 'X-Ponent' at the International Cargo, Logistics & Maritime Conference and Exhibition. These products are designed for simplifying operations of the entire logistics industry.

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 organizations efficiency, revenue and profit by enabling identification and capturing of every sales opportunity, retention of existing customers, and optimum utilization of organizational resources.

"Logi-Sys and X-Ponent will empower logistics players to scale-up their operations, enable them to be globally competitive, thus helping enhance revenues while controlling costs. In essence, these products therefore will help organizations to not just survive but grow and prosper in these challenging times. We truly believe that these products will go a long way in fulfilling our mission of simplifying operations for the logistics industry." said Mr. Amit Maheshwari, Founder & CEO, Softlink Logistic Systems Pvt. Ltd.

"The product portfolio expansion is a part of our overall strategy to go global with our product line. We believe that our products are the best in the industry and we have the competency to provide innovative products to the international logistics industry." said Mr. N.K. Gupta, Chairman, Softlink Logistic Systems Pvt. Ltd.



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 for more information.

Media Contact

Adfactors PR Pvt Ltd

Annu Dwivedi

Phone: (0) 9930143515

Email: annu.dwivedi@adfactorspr.com