

## Softlink is declared as the 'IT Company of the Year' at MALA-2014

*The recognition signifies the continued trust reposed in Softlink Global by the Logistics & Supply Chain Industry across India for the 5<sup>th</sup> consecutive year*



**Mumbai:** Softlink Global, the leading software provider for Logistics and supply chain industry was adjudged as the 'IT & Software Company of the Year – Logistics Industry' for the 5<sup>th</sup> consecutive edition at prestigious MALA-2014. Lately, Marine and Logistics Awards (MALA) has emerged as the authoritative recognition of quality service, best practices and innovation in the various segments of the logistics industry and is considered as an Oscar of the Industry.

Softlink was declared winner among competitive participants by a jury comprising some of the leading lights of the fraternity. Softlink has been recognized for being the best end-to-end logistics IT solution provider with the consistency and competency in providing innovative

Softlink Global Pvt. Ltd.

606-607, Wellington Business Park I, Near Mittal Industrial Estate, Andheri - Kurla Road, Marol, Andheri (East),  
Mumbai - 400 059, India. Tel: 91-22-40340000 Mail: [info@softlinkglobal.com](mailto:info@softlinkglobal.com) Website: [www.softlinkglobal.com](http://www.softlinkglobal.com)



solutions to simplify the operations of logistics companies.

On this achievement, CEO of Softlink Global, Mr. Amit Maheshwari said, “We are proud to be declared as ‘IT & Software Company’ for the fifth year in a row. I would like to congratulate all the winners of MALA 2014 which incidentally includes a large number of our customers. I would also like to congratulate all the fellow nominee organizations. I take this opportunity to thank the jury and the EXIM team. It was an honor to receive this award in the presence of eminent leaders of the industry. I would like to thank all our customers for contributing to our success. This award will be incomplete without mentioning the efforts of our team at Softlink which constantly keeps us ahead of the competition.”

He further continued, “We have been entrusted to be the flag bearer for IT in Logistics. Though it was not surprising for the Indian logistics industry that Softlink was chosen to be the IT Company of the Year, it becomes our obligation to live up to the expectations, year on year. I would like to mention that our global expansion is going better than planned with our cloud ERP platform, Logi-Sys emerging as the best application for Freight and Transportation industry.”

When contacted, Mr. Arun Ashan, National Sales Head for Softlink, commented, “We are very happy to be recognized as the ‘IT Company of the Year’. But we are more thrilled with the fact that many of Softlink’s customers from different geographies of India have been chosen to be the best in the categories across the various fields of logistics. This justifies the reach of our software as End-to-End solutions for the logistics industry. We strongly believe that it is our responsibility to provide Indian logistics industry with better technology to propel the overall growth.”

### **About Softlink Global**

Softlink Global is a Global IT solutions provider for the logistics industry. Started in 1992, the company has expanded its presence in Asia, Europe and North America. Softlink Global has its

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offices in all major cities of India. The company focuses on adapting its IT solutions as per the dynamic logistics industry. They provide a complete logistics management solution for the different functions of a logistics business. Exporters, Importers, Customs Brokers, Freight Forwarders, NVOCCs, 3PL companies, IATA cargo agents, Air Freight and Sea Freight forwarding companies and other logistics service providers are active users of solutions provided by Softlink Global.

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