

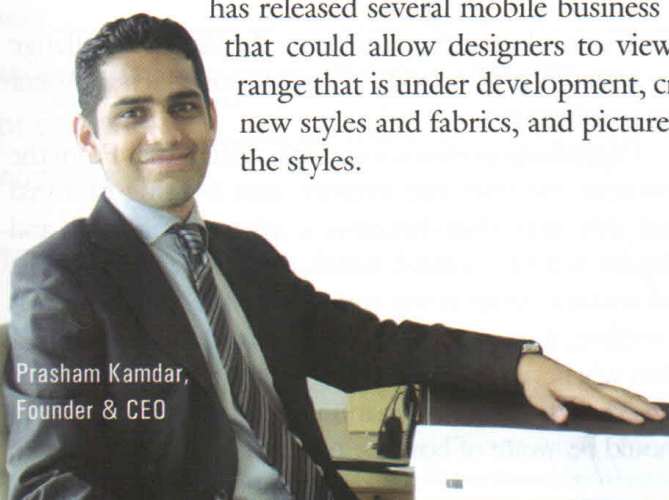
Ptex:

Bestowing Effective PLM Solutions to the Global Fashion Industry

Information technology that supports today's lifestyle and work style is best suited to meet the social, collaborative and fast paced environment in 2016 and beyond. Apparel retailers too are looking towards software to intelligently embed their process while reflecting how the whole supply chain flows manually. Based in Mumbai, Ptex Solutions focuses on providing software and consulting services to Apparel and Footwear companies in India, US, Europe, Middle East, Far East and New Zealand.

In 2004, Ptex Solutions partnered with Infor (earlier known as Freeborders) to introduce leading Product Lifecycle Management solutions to emerging Indian retail industry. Over the past one decade, apart from PLM they have added several solutions that automate the Retail industry. Ptex Solutions caters to prestigious Indian customers including - Future Retail Limited, Aditya Birla Retail's Madura Fashion & Lifestyle, ITC's Lifestyle and Business Division, Reliance Trends and Wildcraft.

Today, through building and maintaining strategic partnerships, Ptex has expanded beyond its position as PLM market to a front runner in fashion technology solutions provider and will continue to deliver best-in-class solutions to the global fashion industry. The portfolio of products include 3D Visual Merchandising, 3D Apparel Design, 3D Footwear Design, Time and Action Software for Retail Planning and Workflow Approval. Also, Ptex has released several mobile business apps that could allow designers to view the range that is under development, create new styles and fabrics, and pictures to the styles.



Prasham Kamdar,
 Founder & CEO

Testimony to Ptex's Expertise

Ptex Solutions implemented Ptex TNA, Infor Fashion PLM and Mockshop at Fashion at Big Bazaar, a division of Future Retail Limited. They went live on new platform in December 2015. "We implemented Infor Fashion and Ptex TNA in four months' time. This could not have been possible without commitment of our partners Ptex Solutions" Rakesh Biyani, Joint Managing Director, Future Retail Limited.

Solutions implemented by Ptex Solutions have helped companies in many ways. "PLM helped us to break away from the traditional workflow methodology which required physical viewing of each stage of the designing and manufacturing journey by providing a single, collaborative platform uniting people, products, processes and technology," said Dr. Naresh Tyagi, Head – Product Development & Quality Assurance, Madura F&L, a division of Aditya Birla Fashion and Retail Limited.

The implementation of PLM resulted in a virtual central knowledge repository for storing process, style and material information. It ensured that all stakeholders including design, product development, technical, product and sourcing teams and vendors had access to the most updated information. MF&L's PLM system currently holds data across 17 seasons including approximately 450,000 styles.

Ptex Solutions is evolving with fast changing business dynamics and is able to provide future proof solutions. People want to access information from anywhere and everywhere using Computer, Smart Phones, Apple Watch or Google Glass. "We aim to provide business solutions to retail industry where designers and merchandiser can access information from fingers, palm, on the wrist and in front of their eyes." Prasham Kamdar, Founder and CEO of Ptex Solutions. **CR**