



Rakesh Biyani
Director
Future Group

Consumer sentiment has improved with the new government coming in, and sales have improved as compared to the last couple of years. To put an exact figure is difficult, but it's definitely been a double digit growth



Kumar Rajagopalan
Chief executive officer
RAI

For some retailers the festive season turned out to be good while some didn't do so well. On an average the industry witnessed growth of around 12-15 per cent from a year ago



Manoj Kochar
President
ASPA

Consumer awareness is a major issue while tackling the problem of counterfeiting. Even brand owners who use technologies including holograms and barcodes on their products do not publicise them well



Vishwas Shringi
Chief executive officer
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We are planning to set-up 32 kiosks via store-in-store concept in organised multi-branded malls. While it is true that online gives an easy access to customers, it is also true that large percentage of buyers are still offline

FINANCIAL Chronicle

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NEW DELHI, THURSDAY, DECEMBER 18, 2014

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Lack of awareness helps counterfeits

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LACK of consumer awareness is one of the main issues in tackling the counterfeiting problem, say industry players. Even brand owners who deploy solutions to prevent counterfeiting do not spread the awareness, which results in consumers not being able to differentiate between counterfeits and genuine products.

According to the FICCI cascade study released in 2013, the gray market for seven sectors namely alcohol

and beverages; auto components; computer hardware; FMCG (packaged food and personal goods); mobile phones, and tobacco products, led to an estimated sale loss of Rs 72,969 crores to the industries and a revenue loss of Rs 26,190 crore to the exchequer.

"Consumer awareness is a major issue while tackling the problem of counterfeiting. Even brand owners who use technologies including holograms and barcodes on their products do not publicise them well so that consumers can identify counter-

feits," says Manoj Kochar, president of the Authentication Solutions Providers' Association (ASPA). "They may have their own reasons including costs but this is a big issue. If they communicate that 'our genuine products have such and such hologram with the relevant details, please take a look to identify the right goods,' the problem can be countered in a better way." While the visible security marks can be holograms, the invisible ones maybe features such as micro texts. The cost of adding the security features given a

certain minimum volume is only in the range of 25 to 30 paise per document, he adds. Says Eric Yves-Mahe, president of Pitney Bowes' growth markets, from documents and data, to consumer goods like medicine, electronics and luxury goods, fraud and counterfeit is a \$650 billion worldwide industry, and the latest update from the International Chamber of Commerce (ICC) shows that the figure could go up to \$1.7 trillion by 2015.

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