



NEWS RELEASE

HOLOGRAM MANUFACTURERS ASSOCIATION OF INDIA (HOMAI) ELECT NEW GOVERNING BODY FOR 2012-2014

New Delhi, 09th July, 2012: HOMAI is world second and Asia's only association representing holography today announced the result of 12th Annual General Meeting elections of new governing body. ***Mr. Manoj Kochar, Director of Holoflex Ltd., is elected as President of HOMAI.*** The elections for the governing body were held at Hotel The Suryaa, New Delhi as per guidelines of HOMAI.

HOMAI is nonprofit body and was established in 1998 to promote holographic OVDs industry in India. The Association worked closely with ***International Hologram Manufacturers Association (IHMA), UK*** and ***Counterfeit Intelligence Bureau (CIB), UK*** to fight against counterfeiting and provides new generation extremely high security solutions to Governments & Brand Owners for anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world.

The new governing body is now compromised as follows:-

President: Manoj Kochar – Director (Holoflex Ltd)

Vice-president: Nityanand Shenoy – Managing Director & President (PRS Permacel Pvt Ltd)

General Secretary and Treasurer - Mr. Luv Shriram- Managing Director (Shriram Veritech Solutions Pvt. Ltd)

Member: U K Gupta – CMD (Holostik India Ltd)

Member: Thomas M Rajan – MD (Process Color)



a) About HOMAI

HOMAI is world second and Asia's only association representing holography. It is a not-for-profit organisation working to stimulate the understanding, adoption, use and widespread application of holographic technology. Established in 1998, it consists of India's leading producers and converters of security holograms for anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world. Today, HOMAI member protect more than 10,000 brands and helping various industry organisation, states & central government's department in protecting tax revenue and providing authentic solutions to consumers.

b) About Security holograms & OVDs

Security holograms have become powerful & most effective tools in the prevention of counterfeiting of documents, labels, seals, tags, cards and packaging and a part of a rapidly global security industry's armory. Security hologram offers a wide variety of overt, covert and forensic feature which can be matched to different levels of security requirements, from those used in relatively low-cost commercial applications such as packaging, tags, labels, to a more sophisticated security method of protecting currency. They are used by various sectors as they provide them and consumer a solution to differentiate fake vs. genuine product.

For more information, please visit at www.homai.org or contact:

Sanjiv Singh	Chander Shekhar Jeena
PR Mantra	HOMAI
Email: sanjiv@prmantra.com	info@homai.org
Cell: +91. 98184 30943	+91.98182 81116