

NEWS RELEASE

June 12, 2010

HOLOGRAM ASSOCIATION ELECT NEW GOVERNING BODY

The results of the elections of governing body of Hologram Manufacturers Association of India (HoMAI) were announced yesterday (Friday, June 11, 2010). The elections for the governing body were held during the 10th Annual General Meeting at Hotel Claridges, New Delhi as per guidelines of HoMAI.

HoMAI was established in 1998 to promote holographic OVDs industry in India. The Association worked closely with International Hologram Manufacturers Association (IHMA) and Counterfeit Intelligence Bureau (CIB) to fight against counterfeiting and provides extremely high security solutions to Governments, Brand Protectors and Owners.

The new governing body is now **compromised** as follows;

PRESIDENT:

MR. PRADIP SHROFF- PRESIDENT & MD (PRS – PERMACEL PVT. LTD)

E-mail: pradip.shroff@prs-permacel.com

Website: www.prs-permacel.com

VICE-PRESIDENT

MR. MANOJ KOCHAR – MANAGING DIRECTOR (HOLOFLEX LTD)

E-mail: manoj@holoflex.com

Website: www.holoflex.com

GENERAL SECRETARY AND TREASURER

MR. LUV D SHRIRAM- SHRIRAM VERITECH SOLUTIONS PVT. LTD

E-mail: luvshriram@veritechindia.com

Website: www.veritechindia.com

MEMBER

MR. G S DHILLON – MANAGING DIRECTOR (ALPHA LASERTEK INDIA LTD)

E-mail: dhillon@alt.co.in

Website: www.alt.co.in

MEMBER

MR. R D. SURANA – MANAGING DIRECTOR (EVEREST HOLOVISIONPVT LTD)

E-mail: rajendra.surana@everestholovisions.com

Website: www.everestholovisions.com

CO-OPTED MEMBER

MR. ARUN AGARWAL – MANAGING DIRECTOR (KANTAS TRACK-PACK INDIA LTD)

E-mail: tpiltd@airtelmail.in

Website: www.tpil-kanta.com

Photo Caption: Pradip Shroff, New President of HOMAI

About Holographic OVD's

Since their introduction on payment cards in the early 1980's, holograms have become one of the most recognized common overt or public security features on **value** documents and branded goods, their presence both indicating the authenticity of these items and providing a powerful deterrent to counterfeiting. It is the only technology which can provide overt, covert as well as forensic features. **Today, Holograms are used by more than 90 issuing authorities on nearly 250 bank notes denominations worldwide. They are used in many currencies such as Euro, Canadian Dollar, Brazilian Real, British Pound, Japanese Yen, South Korean Won, Hong Kong Dollar etc. In India, Holograms are used in Excise labels, Identity Card, Pharma industry and FMCG.**

For more information, visit www.homai.org