

NEWS RELEASE

HOMAI welcomes the Initiative of Jammu & Kashmir Government to use Security Hologram on Liquor Bottles

New Delhi, 30th March 2012: The Hologram Manufacturers Association of India (HOMAI) is a non-profit organisation working to stimulate the understanding, adoption, use and widespread application of holographic technology welcomes the initiative of the “Excise and Prohibition Department, Government of Jammu & Kashmir decision to use hologram on liquor bottles”.

The Department has recently invited a tender from reputed hologram manufacturers to provide polyester security hologram on liquor bottles.

On this occasion **Mr. Pradip Shroff, HOMAI President, said:** “Jammu & Kashmir will be the 19th State across the country that will be shortly making a mandate for all the liquor companies to use Hologram on their bottles to prevent counterfeiting. This is a wonderful initiative by the Jammu & Kashmir government, as it will help the Jammu & Kashmir State Excise in increasing revenue as well as in minimizing the tragedies due to illicit liquor.”

We request both Central and State Government to fight against counterfeiting and protecting the consumers and national interest. It reaffirms the hologram’s position as a pre-eminent security feature in the global anti-counterfeiting fight, **he further added.**

In India more than 18 States & UT are already using hologram on liquor bottles. Mandated usage of hologram in these States like **Uttar Pradesh, Tamil Nadu, Uttrakhand, Madhya Pradesh, Pondicherry, Delhi, Chhattisgarh,** etc. has not only minimized the tragedies due to spurious liquor but have also substantially increased the excise revenue collection by more than **25-30 per cent.**

*For example the state using holograms are earning more revenue. In 2010-11 the revenue earned by Tamilnadu and Uttar Pradesh excise was Rs 8115 crore & Rs 6725 respectively, **while States which are similar in capacity to population and size such as Maharashtra & West Bengal only able to peg Rs 5800 crore, Rs 1770 crore much behind. Usage of Holograms by these States shall definitely increase in Excise Revenue collection as opted in other progressive States.***

Hologram labels are very much affordable and it can help in increasing Excise Revenue and prevent counterfeiting in India. For more information visit us at www.homai.org

Appendix 1: comparison of some key states

State using hologram

<u>Name of Department</u>	<u>2004-05 (Rs Crore)</u>	<u>2010-11 (Rs Crore)</u>	<u>Increase in turnover in last 6 years</u>	<u>Population of State in Crore Census 2011</u>
Tamilnadu	2549	8115.90	5566.90	7.21
Uttar Pradesh	2686.89	6725.53	4038.64	19.95
Madhya Pradesh	1192.36	3604.20	2411.84	7.25
Delhi	843.68	2027.00	1183.32	1.67

State Not Using Any Technology

<u>Name of Department</u>	<u>2004-05 (Rs Crore)</u>	<u>2010-11 (Rs Crore)</u>	<u>Increase in turnover in last 6 years</u>	<u>Population of State in Crore Census 2011</u>
Goa	55.34	129.99	74.65	0.14
West Bengal	671.56	1769.74	1098.18	9.13
Bihar	272.47	1542.25	1269.78	10.3
Maharashtra	2218.87	5800.00	3581.13	11.23

2) Complete list of States / Union territories already using hologram & recently started hologram

Tamilnadu	Delhi
Chhattisgarh	Pondicherry
Madhya Pradesh	Uttrakhand
Rajasthan	Punjab
Orissa	Himachal Pradesh
Uttar Pradesh	Haryana
Sikkim	Karnataka
Meghalaya	Kerala
Andhra Pradesh	

Sources:

State Excise Department, CAG Audit Reports, Census Commission, Registrar General of India, Reserve bank of India, Publication, Revenue Receipts of States and Union Territories & Hologram Manufacturers Association of India

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 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.

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 an solution to differentiate fake vs. genuine product.

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