



NEWS RELEASE

Security Hologram Help Pharmaceutical Companies to Fight against Drugs Counterfeiting

Hologram companies making new generation high security hologram comprising three layers security to identify, to authenticate and to arrest counterfeits.

Highlights:

- Pharma Counterfeiting is now world fastest growing industry growing with an annual growth of 13%
- In India share of fake / counterfeit medicines is estimated at 15-20% of total Indian market

New Delhi, June 2, 2012: Counterfeiting is the becoming the world fastest growing industry and the biggest crime in 21st century. According to US Center for medicine in the public interest, "Counterfeit drug sales are growing by at least 13% annually over the 2007-2010 time frame. This is more than double the estimate for overall pharmaceutical revenue growth – and implies that conservatively, counterfeits will be at least 14% of the global drug supply by 2012. In 2010 this illegal business has generated **\$75 billion in revenues– a 92% increase from 2005.**" It affects all parts of society, government, brand owners and consumer. While government and brand owners lose the valuable tax and revenue, it is consumer who suffers health problem due to this and sometime leads to death. According to Indian industry body FICCI, "Share of fake / counterfeit medicines is estimated at 15-20% of the total Indian market. According to ASSOCHAM estimates the lethal market is growing **at 25% annually.** Unfortunately, drug counterfeiting is rapidly growing and that the big concern and threat to mankind.

HOMAI member companies are hevingly spending on R&D activities and continsously working and developing new generation anti-countefeiting solutions comprising three high security layers. These solutions are made with sophisticated holography technology and can be used by drug companies in form of security labels, security seals, hot stamped patches, blister-packing foils, shrink sleeves etc. Today, some of leading pharm companies like Glaxo, Wockhardt, Patanjali, Nicholas Piramal, Reckitt Benckiser, Panacea Biotech are using these solutions to protect their consumer from ill effects of counterfeiting.

According to Mr. Pradip Shroff, President, Security hologram Manufacturers Association of India (HOMAI), said: “Security hologram are ideal 3-in-1 solution as it provide three layers for authentication, overt for identification, overt & covert for authentication and forensic to arrest counterfeits. At each security hologram while overt feature are designed for consumer, high security covert and forensic features help enforcement and drug authorities in combating and tracing counterfeits”. The fact is that authentication technologies like security holograms work as an authentication partner to drug companies. As pharma companies are facing counterfeiting problem in form of product packaging tampering, the security hologram due to its nature of very difficult to copy, tamper evident facility it proves as one of the best solution for companies. Globally, over 50 percent of all document or product are protected by this technology. The security hologram are used, as they are designed to be easily recongisable to the public and difficult to replicate by counterfeiters.

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.

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