

## **ASPA EXTENDS IT CONSUMER AND INDUSTRY CENTRIC CAMPAIGN "MAKE SURE INDIA" IN UTTAR PRADESH**

**Agra, 23<sup>rd</sup> January 2017:** The **Authentication Solution Providers' Association (ASPA)** is the world's first and only self-regulated non-profit organization that represents the entire authentication solutions industry globally. ASPA today announces the extension of its industry and consumer centric "Make Sure India" campaign to Agra, Uttar Pradesh, to educate and enable brand owners to understand the benefits and importance of authentication solutions to curb counterfeiting in various sectors, thus protecting the lives of consumers, reputation of brands and revenue of brand owners in the country. Today, its member companies are already protecting more than 10,000 brands globally.

On this occasion, **Mr. Nakul Pasricha, Vice-President, ASPA** said, "Counterfeiting is increasing 3% per annum globally. In India, the problem is more severe, it is growing with an alarming rate of almost 44% per year. As per industry body FICCI-CASCADE, from the counterfeiting activity the Government of India incurred a loss of **26,190 crores** in fiscal year 2011-12 which has increased to **39,239 crores** in 2013-14, a growth of **49.8%** in two years.

It has been proven globally that counterfeiting activity fuels terrorism. Our Government recent steps towards demonetisation was a significant step to curb all the illicit trade including counterfeiting and terrorism, however, production of low-quality counterfeit goods can significantly undermine our Prime Minister dream campaign MAKE IN INDIA. Consequently, since 2010, India has been on the US' 'Priority Watch List' of countries more exposed to IPR (intellectual property rights) violations globally. In a recent report, it was mentioned that India is the fifth biggest exporter of fake goods globally.

We welcome his initiative 'Make in India', however, there is a constant need to ensure that these 'Made in India' labelled products are genuine, safe and secure till they are delivered to the end consumer.

To combat this problem as a non-profit association we brought world-class new generation effective authentic solutions which are empowering consumer, brand owners and government authorities to easily identify genuine goods and products. We are bridging the gap between brands and consumers by verifying and authenticating

products to the consumer in real-time through mobile app, web application and SMS amongst others.

**Mr. Arun Agarwal, General Secretary, ASPA** said, "India is one of the fastest growing consumer goods market in the world. This makes it a country that is attractive for product counterfeiters, which poses a major risk for both companies and consumers. The danger of counterfeiting gets multiplied when it comes to healthcare products including pharmaceuticals, baby care and skin care products. As per reports, about 80 per cent of the consumers buying counterfeit goods are victims of deceptive counterfeiting i.e. they buy fake goods in the belief of buying genuine ones. As per IRACM, a world body that focuses on the issue of pharmaceutical counterfeiting, the global trade in spurious medicines is worth \$200 billion. Since India accounts for 3% of the world market, this makes India's share \$6 billion, or about INR 41,000 crores. This is a huge loss to the industry. It is time to focus on concrete regulations and efforts to protect the health of the Indian pharma industry as well as of Indian patients.

E-commerce is also growing fastest in India and Uttar Pradesh is the fastest growing market in North India, but in current scenario consumers have no way to verify the genuineness of products. The lack of awareness is making innocent people unknowingly buy fakes at the cost of original products. In one of the worst examples of harm, buying fake medicines or baby food can result in serious health issues or even loss of life.

The track and trace solution along-with authentication solutions such as security hologram, OVD's, printed label, smart label etc. can be used to secure carton packaging. There are case studies in the Pharmaceutical industry which indicated that adoption of authentication solutions has impacted over 50% of increase in sales. The more and more brands are adopting solutions such as high security hologram with 2D and alphanumeric codes on each individual blister pack, bottle or injectable vial.

We believe that our media plays an important role to highlight the menace of counterfeiting, forging of documents and protect the revenues of Central and States Governments which will benefit the citizens of India at large.

***For further details, please refer to Annexure 1:***



## **About ASPA**

The **Authentication Solution Providers' Association (ASPA)** is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit product in various sector, it is the only association of its type in the world primarily focused on the adoption and advancement of authentication technology and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advance technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 10,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB) and Interpol. ASPA members protect over 10,000 brands worldwide through the identification of genuine products and documents.

For more information, visit us at [www.aspaglobal.com](http://www.aspaglobal.com).

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## **ANNEXURE 1: FOR HANDY REFERENCE**

**Table 1: Loss of Sale to Indian Industries 2013-14 (INR Crore)**

<b>Industry</b>	<b>F.Y. 2013-14</b>	<b>F.Y. 2011-12</b>
FMCG Packaged Goods	21957	20378
FMCG Personal Goods	19243	15035
Mobile Phones	19066	9042
Alcoholic Beverages	14140	5626
Tobacco	13130	8965
Auto Components	10501	9198
Computer Hardware	7344	4725
<b>TOTAL</b>	<b>1,05381</b>	<b>72969</b>

**Table 2: Taxes Loss of Revenue to Indian Government (INR Crore)**

<b>Industry</b>	<b>F.Y. 2013-14 (A)</b>	<b>F.Y. 2011-12 (B)</b>	<b>Change (A-B)</b>
FMCG Packaged Goods	6096	5660	436
FMCG Personal Goods	5953	4646	1307
Mobile Phones	6704	3174	3530
Alcoholic Beverages	6309	2511	3798
Tobacco	9139	6239	2900
Auto Components	3113	2726	387
Computer Hardware	1923	1234	689
<b>TOTAL</b>	<b>39237</b>	<b>26190</b>	<b>13047</b>

**\*Taxes includes direct and indirect**

**Source: FICCI Cascade Report**