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TRACEABILITY & AUTHENTICATION TIMES

The official magazine of the Authentication Solution Providers' Association (ASPA)

**HAPPY
NEW YEAR
2026**

ASPA at

27

**and the
Road Ahead**



**1st
Edition**

TAF CONNECT

TRUST. TRACK. TRANSFORM.

16th March 2026 | Novotel, Mumbai

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EDITOR'S CORNER



Dear Readers,

Welcome to the 58th edition of Traceability & Authentication Times, ASPA's flagship publication that reflects the growing convergence of authentication and traceability in today's evolving supply chains. As counterfeiting becomes more organised and sophisticated, trust must be built through end-to-end visibility, secure identification, and collaboration across the ecosystem.

This edition comes at a critical juncture. Recent alerts on counterfeit medicines in India and global warnings from the WHO highlight the growing risks posed by fake products across pharmaceuticals, agriculture, and consumer goods. These developments reinforce a clear message: counterfeiting is not just a commercial issue, but a serious threat to public safety and livelihoods.

As ASPA completes 27 years, the Association continues to strengthen its engagement across industries and platforms, advancing safer and more transparent supply chains. TAF Connect 2026, 16th March, Mumbai will further enable focused discussions across pharmaceuticals, agriculture, and FMCG, addressing sector-specific risks through practical, collaborative approaches.

Looking ahead, TAF Connect 2026, anchored in the theme Trust. Track. Transform., will further strengthen dialogue between industry, regulators, and solution providers across critical sectors, focusing on practical, scalable approaches to combating counterfeiting.

As we step into 2026, we extend our warmest wishes for a very Happy New Year to our members, partners, and readers. We also take this opportunity to warmly welcome Karul Holoscience Ltd. as the newest member of the ASPA family and look forward to their active participation in our shared mission to build trust and authenticity.

Happy reading!!

Yours Sincerely,

Puneet Maithani
Editor,
Traceability & Authentication Times

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About the Traceability & Authentication Times

Traceability & Authentication Times is the official magazine published by Authentication Solution Providers' Association (ASPA). The publication offers in-depth analysis, news, research, article, and expert opinion on the latest developments on Anti-counterfeiting, Brand Protection, Serialization and Traceability in and out of India. The editorial team welcomes news, contributions, and comments.

For further information, subscriptions, contributions and advertisement, please email your submission at pradeep@aspaglobal.com or call at +91 7835814389.

Fake Medicine Scare: Regulators Warn of Counterfeit Batches of Widely Used Drugs Across India



The latest drug-safety alert received by India's apex drug regulatory authority has flagged the possibility that batches of fake, but widely popular, medicines could be circulating across the country, News18 has learnt.

The Puducherry Drugs Control Department issued an alert after officers seized 34 suspected spurious or counterfeit drug samples from an unlicensed godown. The letter, dated December 1, has been sent to the apex drug regulatory authority, Central Drugs Standard Control Organisation (CDSCO). It has also been sent to all states and Union Territories' licensing authorities, urging officials to maintain "strict vigil" against the movement of these batches in their territories.

The list attached to the alert lists some of the country's most widely consumed medicines such as popular anti-diabetes drugs Janumet and Jalra, anti-allergic drug Allegra, antihypertensives like Losar and Cardace and antibiotics such as Levofloxacin. The list also contains asthma and COPD inhalers, steroid formulations, and hormonal progesterone supplements. These are routine prescriptions for chronic diseases and common infections—products that move in large volumes and are often bought repeatedly by long-term patients.

"...you are requested to alert your inspectorate staff regarding the circulation of such drugs within their respective jurisdictions," said the letter.

The letter written by the controlling authority of Puducherry has further requested CDSCO to instruct "enforcement officials to maintain strict vigil on this matter and to take stringent action as per the relevant provisions..."

What Does the Alert Say?

The alert underscores a deeper structural problem where India's persistent struggle with counterfeit medicines infiltrates legitimate supply chains.

The alert follows a joint raid by the department and Puducherry's Crime Branch—Crime Investigation Department (CBCID). The inspection was conducted at an unnamed warehouse inside the PIPDIC Industrial Estate, Mettupalayam, after a CBCID complaint flagged suspected illegal manufacturing and storage. Acting on a court direction from November 27, officials seized all 34 samples and classified them as "suspected spurious/counterfeit" pending laboratory confirmation.

"We have instructed states and union territories' regulators to verify the listed batch numbers with manufacturers, test samples at government laboratories and initiate recalls where distribution is confirmed," a senior official at the Union Ministry of Health and Family Welfare told News18 while requesting anonymity.

India has been grappling with the problem of counterfeit and substandard medicines for years. According to an earlier estimate by the World Health Organization (WHO), around 35 per cent fake drugs sold globally come from India.

The Puducherry seizure stands out because the products bear the names of established companies and cover multiple critical therapeutic categories. If any of these batches have entered retail channels, the consequences could include treatment failure, unexpected side effects, and, in the case of antibiotics and steroids, risks that extend beyond individual patients.

Source : News18

Medical Product Alert N°7/2025: Falsified IBRANCE (palbociclib)

Falsified IBRANCE (palbociclib) identified in the WHO African, Eastern Mediterranean and European regions

This WHO Medical Product Alert refers to nine lots of falsified IBRANCE (palbociclib). These falsified products have been detected in Cote d'Ivoire, Egypt, Lebanon, Libya and Türkiye and were reported to WHO in November 2025. The falsified products have been offered directly to consumers via online platforms and have also been found at pharmacy level.

IBRANCE (palbociclib) is a medicine used to treat certain advanced breast cancers. Genuine IBRANCE is presented as capsules to be taken orally.

How to identify these falsified products

These products are falsified as they deliberately misrepresent their identity, composition, and source. The genuine manufacturer has confirmed that the products listed in this alert are falsified. Samples of the falsified products have been tested by the genuine manufacturer and were found to contain no active pharmaceutical ingredient. The genuine manufacturer also identified several visual discrepancies on the packaging. Some of the falsified products carry genuine lot numbers but display packaging, serialization, and capsule printing anomalies.

Falsified lot numbers: The following lot numbers are NOT valid for genuine IBRANCE and any IBRANCE product with these lot numbers should be treated as falsified: FS5173, GS4328, LV1850, and TS2190.

Suspicious lot numbers: (likely to be falsified if combined with any indicator below): GK2981, GR6491, GT5817, HJ8710, and HJ8715.

Indicators of falsification include:

- Label states: "Manufactured by: Pfizer, PO Box 29387, Mission, KS 66201".
- Label contains spelling errors or poor-quality printing.

- Security foil on the bottle shows the Pfizer logo in black ink.
- Capsules marked with black ink "PBC 125" or have no markings.
- Capsules are an unusual color (e.g., bright orange).

Risks

These falsified medicines did not contain any active pharmaceutical ingredient and should therefore be considered unsafe. Their use could result in treatment failure, uncontrolled cancer progression, and a higher risk of death due to lack of therapeutic effect.

It is important to detect and remove any falsified IBRANCE (palbociclib) from circulation to prevent harm to patients.



Advice to health-care professionals, regulatory authorities and the public

Health-care professionals should report any unexpected adverse reactions, lack of therapeutic effects or quality defects to their National Regulatory Authorities or National Pharmacovigilance Centre.

WHO advises increased surveillance and diligence within the supply chains of countries and regions likely to be affected by these falsified products. Increased surveillance of the informal/unregulated market, including online platforms, is also advised. National regulatory authorities/health authorities/law enforcement are advised to immediately notify WHO if these falsified products are detected in their country. If you are in possession of these products, WHO recommends that you do not use them. If you, or someone you know, has, or may have used these products, or suffered an adverse event or unexpected side-effect after use, seek immediate medical advice from a health-care professional or contact a poisons control centre.

Source: WHO

Govt releases draft Seeds Bill, 2025; proposes tougher checks on seed quality

The proposal seeks to align laws with the increasingly private and complex seed market while proposing strong penalties for serious violations and easing compliance for small producers.

New Delhi: The ministry of agriculture and farmers welfare on Thursday invited public comments on the draft Seeds Bill, 2025, a proposed legislation aimed at overhauling seed regulations.

The new Bill seeks to replace the Seeds Act, 1966 and the Seeds (Control) Order, 1983, aligning them



with current agricultural practices, technological developments and the growing complexity of seed markets.

Mint had reported on 18 June that the government was working on changes to curb the rising problem of spurious seeds. The draft Seeds Bill, 2025 aims to regulate the quality of seeds and planting materials available in the market, ensure farmers’ access to high-quality seeds at affordable prices, curb the sale of counterfeit and poor-quality seeds, and protect farmers from crop losses, among other things, as per the ministry.

A key aspect of the draft is strengthening the system to verify the quality and originality of seeds, a

longstanding concern voiced by both farmers and breeders, the ministry said.

Experts say that mislabelled, re-packed or illegally reproduced seeds often enter the supply chain, eroding trust and increasing the risk of crop failures. The proposed legislation aims to improve authentication so that farmers can be confident they are purchasing genuine seeds.

On the enforcement front, the Bill proposes decriminalizing minor offences to ease compliance for small seed producers while retaining strong penalties for serious violations such as manufacturing or selling fake or misbranded seeds.

The move comes amid rising concerns over economic losses due to sub-standard seeds. Fake seeds, often sold under near-identical branding, frequently fail to germinate or deliver the promised yield, leaving farmers burdened with debt and unable to recover within a single cropping cycle. In 2024-25, out of the total 2.53 lakh seed samples drawn by seed inspectors of the 24 states

and Union territories, 32,525 samples were found sub-standard, the government said.

Experts say that improving seed quality and ensuring authenticity are essential not only for productivity but also for climate resilience. One agricultural scientist noted that “as climate stress increases, the quality and purity of seeds become even more critical farmers need varieties that behave exactly as claimed.”

“Genuine and certified seeds ensures high crop yield, quality produce, and resistance to pests and diseases. It maintains varietal purity and genetic integrity, thus assuring farmers achieve desired results and better income,” said Dr. Brajesh Singh,

director, ICAR-Central Potato Research Institute (CPRI), Shimla.

“The government should use blockchain for seed traceability and to verify the originality of seeds. Fake seeds are a serious concern and reduce productivity, and this has become a big problem for farmers,” said R. G. Agarwal, chairman emeritus of Dhanuka Agritech Ltd.

The bigger issue is trust, said Binod Anand, a member of the government’s MSP Committee of Agriculture. Farmers often cannot be sure that the

seed they buy is genuine, and one bad season can push them into debt. “Any new seed law must ensure that every packet sold in the market is clearly verifiable and backed by a system that holds sellers accountable,” he added.

The Indian seed market is estimated to be worth around \$3.82 billion in 2025 and is projected to grow to about \$5 billion by 2030 with a compound annual growth rate of about 5.5%.

Source : www.livemint.com

NBC Bearings Intensifies Anti-Counterfeiting Drive with Major Raids in Delhi and Bengaluru

Over INR 2 Crore in fake bearings and production gear recovered as NBC intensifies nationwide crackdown on counterfeiters.

National Engineering Industries Ltd. (NEI), part of the CKA Birla Group and manufacturer of NBC Bearings, has significantly intensified its anti-counterfeiting drive with coordinated enforcement actions in Delhi and Bengaluru. These strategic operations, conducted in collaboration with local authorities and authorized representatives of authorised third party, targeted major counterfeiting networks, leading to the seizure of fake NBC-branded goods exceeding INR 2 Crore.

Acting on complaints from NBC Bearings via authorized third party, the DIU North District Police (PS Kashmere Gate) conducted targeted raids across Delhi's key counterfeit hubs, including Gali Rajan Kalan and Kashmere Gate. Thousands of fake NBC bearings, empty cartons, pouches, dies, and a laser-marking machine used to stamp forged codes, were recovered during the operation.

These enforcement efforts extended to Bengaluru's JC Road as well, targeting units involved in the production and distribution of counterfeit NBC products. The seizure of advanced stamping equipment reveals the scale and sophistication of the illegal operations that were brought down. The investigative teams were supported by authorised third party and NBC's technical experts, who verified



the counterfeit stock on site. Rajesh Premchandran, Chief Sales & Marketing Officer, NEI, stated: "Counterfeit bearings pose a severe threat to vehicle safety and industry reliability. At NBC, we uphold a strict Zero Tolerance Policy against counterfeiting and remain committed to protecting our customers, and brand integrity."

Taken together, these actions have led to dismantling of counterfeit manufacturing networks at their source. The company continues to step up its anti-counterfeiting efforts to safeguard customers, partners, and the industries it supports. Customers are advised to buy through authorised dealers and rely on the NBC Connect App available on both play store and app store for IOS users, which offers quick, free verification of genuine products and confirms product authenticity within seconds.

Source: The Tribune

Schaeffler India maintains strong anti-counterfeit measures

- Schaeffler India maintains commitment to quality and safety through strong anti-counterfeit measures to protect its customers against risk of counterfeit products.
- Raids conducted across key locations in Delhi in collaboration with local authorities.

Schaeffler India, a leading motion technology company, has intensified its efforts to eliminate counterfeit products from the market, safeguarding customers and the industry from substandard and potentially harmful fake bearings and components. In collaboration with local authorities, Schaeffler Brand Protection team conducted major enforcement operations with active assistance of local authorities on 4th and 7th November, 2025.

Counterfeit products pose serious risks to operational safety, product performance, and customer trust. To combat this menace, Schaeffler has reinforced its vigilance and enforcement mechanisms, working closely with law enforcement agencies to track and dismantle unauthorized supply chains dealing in fake Schaeffler products.

The coordinated raid targeted five locations — three wholesale outlets supplying across India, in the Kashmiri Gate area, along with two other locations of a supplier having storage units in Priyadarshani Vihar and Old Gupta Colony, Delhi. The team seized thousands of counterfeit FAG wheel bearings and other FAG ball bearings along with fake packaging materials. The enforcement team, comprising police officials and representatives from Schaeffler, effectively identified the counterfeit materials.

Schaeffler India urges customers and partners to remain vigilant and check for authenticity before purchasing. Here are key measures to identify a genuine Schaeffler product:

1. Unique Labelling & Code Verification – Schaeffler products feature a unique identification code and

a two-dimensional barcode on the packaging. Customers can verify authenticity using the Schaeffler OriginCheck App.

2. Branding Details – Genuine Schaeffler products come with precise branding, including the correct logo, font, and laser-marked product details.
3. Authorized Distribution Channels – Customers are encouraged to purchase only from trusted sources which are the Schaeffler-authorized distributors to ensure the authenticity of the products.

Beyond Profiteering

Schaeffler is committed to protecting customers from the risks of counterfeit products, which can lead to unplanned downtimes, higher maintenance costs, and supply chain inefficiencies. As part of our ongoing enforcement efforts, we continue to take action against trademark misuse and counterfeiting in India, reinforcing trust in genuine motion technology solutions.

To safeguard your operations, we urge the use of the Schaeffler OriginCheck app (iOS | Android) for quick authentication of Schaeffler products. Download it for free from the Apple App Store or Google Play. For any concerns about counterfeit products, contact piracy@schaeffler.com

As part of its ongoing commitment, Schaeffler India will continue to work with authorities and industry stakeholders to strengthen anti-counterfeit enforcement and raise awareness among customers

Source : Schaeffler India

Trust. Track. Transform: ASPA at 27 and the Road Ahead



In an increasingly complex and interconnected global marketplace, trust has become the most valuable currency. For consumers, it is the assurance that what they purchase is genuine and safe. For brands, it is the foundation of reputation and long-term growth. For regulators, it is the cornerstone of compliance and public safety. As the Authentication Solution Providers' Association (ASPA) completes 27 years, the association's journey reflects a powerful evolution—from securing products to building trust ecosystems.

Trust: The Core of ASPA's Mission

Established with the objective of combating counterfeiting through authentication solutions, ASPA has grown into a unified voice for the industry. Today, ASPA represents over 80 member companies offering a comprehensive spectrum of physical, digital, and phygital solutions. Collectively, these solutions have helped protect 15,000+ brands globally, across sectors where counterfeiting has serious economic and societal consequences.

Over the years, ASPA has consistently emphasized that counterfeiting is not merely a commercial challenge—it is a consumer safety issue. This belief has guided the association's efforts to build trust not only between brands and consumers, but also across the entire supply chain.

Track: Strengthening Supply Chain Visibility

As counterfeiting methods have grown more sophisticated, ASPA has championed the adoption of traceability and track & trace technologies as essential tools in modern supply chains. From security design, holograms, and overt-covert features to non-cloneable codes, RFID/NFC, and blockchain-enabled platforms, ASPA members continue to push the boundaries of innovation.

Beyond technology advocacy, ASPA has played a crucial role in knowledge creation and dissemination. The association's research reports and white papers, including sector-focused studies and the State of Counterfeiting in India findings, have helped quantify

risks, identify trends, and provide data-backed insights to brand owners and policymakers. These reports have become valuable reference points, enabling informed decision-making and stronger anti-counterfeiting strategies.

Transform: From Awareness to Action

ASPA's impact is most visible in its ability to transform awareness into action through collaboration. Central to this effort is the Traceability & Authentication Forum (TAF)—ASPA's flagship event platform. Over six successful editions, TAF has brought together brand owners, regulators, enforcement agencies, solution providers, and industry leaders to engage in meaningful dialogue.

TAF has evolved into more than a conference; it is a collaborative ecosystem where real-world challenges are discussed, best practices are shared, and partnerships are forged. The forum has played a pivotal role in aligning stakeholders around the common goal of protecting consumers and strengthening supply chain integrity.

TAF Connect 2026: Trust. Track. Transform. in Action

Building on the strong legacy of TAF, ASPA is set to host TAF Connect 2026 in March 2026—a focused, high-impact conference designed to address sector-specific challenges.

Guided by the theme “Trust. Track. Transform.”, TAF Connect 2026 will concentrate on three critical sectors:

- Pharmaceuticals, where counterfeiting directly threatens patient safety
- Agriculture, where fake seeds and agro-inputs impact farmer livelihoods and food security
- FMCG, where counterfeit everyday products erode consumer confidence and brand trust

TAF Connect 2026 is envisioned as a compact, outcome-driven platform. The conference will feature:

- Insights on emerging counterfeiting risks and regulatory expectations
- Case studies from brand owners who have implemented successful authentication and traceability strategies
- Showcasing of innovative, scalable solutions by ASPA members
- Dialogue between industry, regulators, and standards bodies

Why TAF Connect 2026 Matters?

In an era where compliance alone is no longer sufficient, TAF Connect 2026 aims to help organizations move beyond reactive measures. It will focus on how businesses can embed trust into their operations—using technology, data, and collaboration as enablers.

The conference is particularly relevant for:

- Brand owners seeking end-to-end supply chain visibility
- Policymakers shaping future authentication and traceability frameworks
- Solution providers driving next-generation anti-counterfeiting technologies
- Industry leaders committed to consumer safety and transparency

The Road Ahead

As ASPA marks 27 years, the association stands firmly rooted in experience while looking decisively toward the future. The road ahead calls for greater collaboration, smarter technologies, and stronger awareness. Counterfeiting is a shared challenge, and trust can only be built through collective effort.

With its continued focus on Trust. Track. Transform., ASPA remains committed to leading the industry—enabling secure supply chains, informed stakeholders, and a safer marketplace for consumers.

The journey continues, and ASPA invites the ecosystem to walk this road together.

A Shared Vision for Trust



As the Authentication Solution Providers' Association (ASPAs) completes 27 years, we take this opportunity to collectively reflect on the journey so far and reaffirm our shared commitment to the future. Over nearly three decades, ASPA has grown into a respected industry body that represents the collective strength, expertise, and responsibility of authentication and anti-counterfeiting solution providers. In a world where counterfeiting continues to evolve in scale and sophistication, ASPAs role has never been more relevant.

Our shared vision is clear: to position ASPA as a truly global organization, upholding the highest ethical standards while advancing the cause of authentication, brand protection, and traceability solutions. Counterfeiting is not just a commercial challenge—it is a threat to consumer safety, brand integrity, and economic stability. ASPA must continue

to play a leading role in making supply chains safer and more transparent, contributing meaningfully to a safer planet for humanity.

At the core of ASPAs mission lies collaboration. We envision ASPA as a platform for like-minded solution providers and stakeholders to collaborate, brainstorm, and develop better technologies, solutions, and standards that can be adopted across industries and geographies. ASPA should be the go-to association for governments, regulators, and institutions seeking advice, policy inputs, and practical guidance on combating counterfeiting. As we expand globally, ASPA will enable its members to share knowledge, replicate proven systems, and implement best practices across markets.

Ethics, transparency, and governance excellence are non-negotiable values for ASPA. We firmly

believe ASPA should continue to be the gold standard for ethical authentication solution providers. Brand owners and solution seekers should not only recognize ASPA membership as a mark of credibility but actively aspire to work with ASPA members for their authentication and traceability needs. Accessibility of secure authentication solutions—irrespective of geography, scale, or technical complexity—must remain central to our collective efforts.

Looking ahead, ASPAs growth will be driven by deeper sectoral engagement and global expansion. Counterfeiting challenges vary significantly across industries, and ASPA must continue to deep dive into specific sectors to understand these nuances. Through focused events, research-driven publications, and knowledge-sharing platforms, ASPA will help brand owners design customized and effective anti-counterfeiting strategies. At the same time, counterfeiting is a global problem, and

ASPAs future lies beyond borders. With the strength of international members and regional chapters, including the MEA region, we are well positioned to scale ASPAs impact globally.

As the Governing Body, our collective role is to act as a catalyst for synergy, awareness, and advocacy. We are committed to strengthening engagement among members, accelerating adoption of secure authentication practices across industries, and working closely with research institutions, government agencies, and policymakers. ASPA is already recognized as a thought leader in this domain, and we remain resolute in continuing to lead the fight against counterfeiting through collaboration, innovation, and responsible leadership.

As we move forward, we invite all stakeholders to join us in this journey—to build trust, enable traceability, and transform the way authenticity is protected worldwide.

In the dynamic realm of innovation and collaboration, ASPA (Authentication Solution Providers' Association) has embarked on groundbreaking collaborations, aligning with renowned organisers to fortify the industry and deliver immense value to ASPA members.

- **FoodTekPack 2025** was held on 11–12 December 2025 at the India Expo Centre, Greater Noida, alongside the IntraPac India Exhibition. The conference focused on innovation in food processing and packaging, aligned with the Save Food Movement. ASPA supported the event as a Supporting Partner, reaffirming its commitment to food safety, authenticity, and sustainability. Key sessions highlighted food safety, traceability, and the vision of building an Authentic India, underscoring the importance of secure packaging and authentication solutions in strengthening consumer trust.
- **Global Summit of Technology, R&D and IP 2025:** The CII Global Summit of Technology, R&D and IP was held on 16–17 December 2025, bringing together industry leaders, R&D professionals, innovators, and policymakers to discuss technology-led growth and innovation. The summit provided a strong platform for knowledge exchange, networking, and collaboration across emerging technologies, intellectual property, and innovation ecosystems. ASPA supported the summit as a Supporting Partner, highlighting the importance of anti-counterfeiting, secure packaging, labelling, and digital solutions in advancing industry trust and innovation.
- **Indusfood Manufacturing 2026:** Indusfood Manufacturing, India's premier trade platform for the food and beverage manufacturing industry, will be held from 6–8 January 2026 at Yashobhoomi Convention Centre, Dwarka, New Delhi. The event will showcase the latest advancements in food processing technology, packaging solutions, ingredients, and hospitality equipment, connecting global leaders, technology providers, and industry professionals with opportunities for networking, collaboration, and market expansion. ASPA is supporting the event as a Supporting

Partner, reinforcing its commitment to innovation, secure packaging, and technology-driven growth across the food manufacturing ecosystem.

- **PackVision Expo 2026:** PackVision Expo, the country's foremost exhibition dedicated to packaging machinery, materials, and technology, will be held from 19–21 February 2026 at the Pune International Exhibition & Convention Centre (PIECC), Moshi, Pune. The expo will showcase a wide spectrum of packaging solutions, including advanced packaging machinery, sustainable and biodegradable packaging, automation and robotics, smart and secure packaging, traceability and tracking solutions, logistics, and next-generation packaging technologies. ASPA is supporting the event as a Supporting Association.
- **India Pharma API Summit 2026** will be held on 8–9 April 2026 in Yashobhoomi, New Delhi, bringing together pharmaceutical manufacturers, API producers, regulators, and technology providers to discuss quality, compliance, supply chain resilience, and innovation in the API ecosystem. ASPA is supporting the event as a Supporting Association, reinforcing its commitment to secure supply chains, traceability, and anti-counterfeiting in the pharmaceutical

These collaborations exemplify ASPA's proactive approach to fostering innovation, promoting security, and championing cutting-edge solutions across sectors such as Food and Beverage, Beauty and Cosmetics, Healthcare, Pharmaceuticals, Packaging, Brand Security, Security Services, Logistics, and technology. ASPA continues to be a driving force, navigating the industry toward a future of enhanced security and technological excellence.

Stay tuned for more exciting developments as ASPA continues to shape the landscape of authentication and traceability solutions.

ASPA new member:



SCAN the QR Code to
download the report

Indian Traceability & Authentication Industry Study 2025

Report Key Findings

- **Research Basis:** This study, conducted by Accenture, is based on survey responses from ASPA member companies along with in-depth interviews with industry stakeholders, government authorities, and global bodies
- **Indian Market Size:** The Indian A&T industry stood at ₹9,705 crore in FY 2023-24, registering a CAGR of 7.4% between FY 2019-20 and FY 2023-24.
- **Forecast:** The market is projected to grow to ₹10,612 crore in FY 2024-25 and further reach ₹16,575 crore by FY 2028-29, representing a CAGR of 11.3%.
- **Global Context:** The global A&T market was valued at USD 147 billion in 2023 and is expected to grow to USD 382 billion by 2032, with Asia-Pacific showing the fastest CAGR of 14.2%.
- **End-User Segments:** Pharmaceuticals (17%), consumer products (14%), cosmetics (13%), and auto components (13%) are the largest adopters of authentication and traceability solutions in India.
- **Growth Drivers:** Rising counterfeiting, consumer awareness, regulatory requirements, and the expansion of e-commerce are key demand triggers.
- **Technology Adoption:** While traditional methods like holograms and QR codes remain dominant, emerging solutions such as AI, blockchain, IoT, and phygital (physical + digital) technologies are expected to drive the next phase of growth.



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AUTHENTICATING SUPPLY CHAINS, SECURING LIVES



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Holographic
Sealing Wads



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Labels
(QR Code & RFID)



Shrink Labels



UV-embossed
3D Specialty
Labels



Holographic
Folding Cartons



Holographic &
UV Packaging
Films & Pouches
and many more...

Digital Solutions



Supply Chain
Management



Product
Authentication



Track & Trace



Warranty
Management



Inventory
Management



Reward
Management
and many more...

Awards & Recognitions



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