



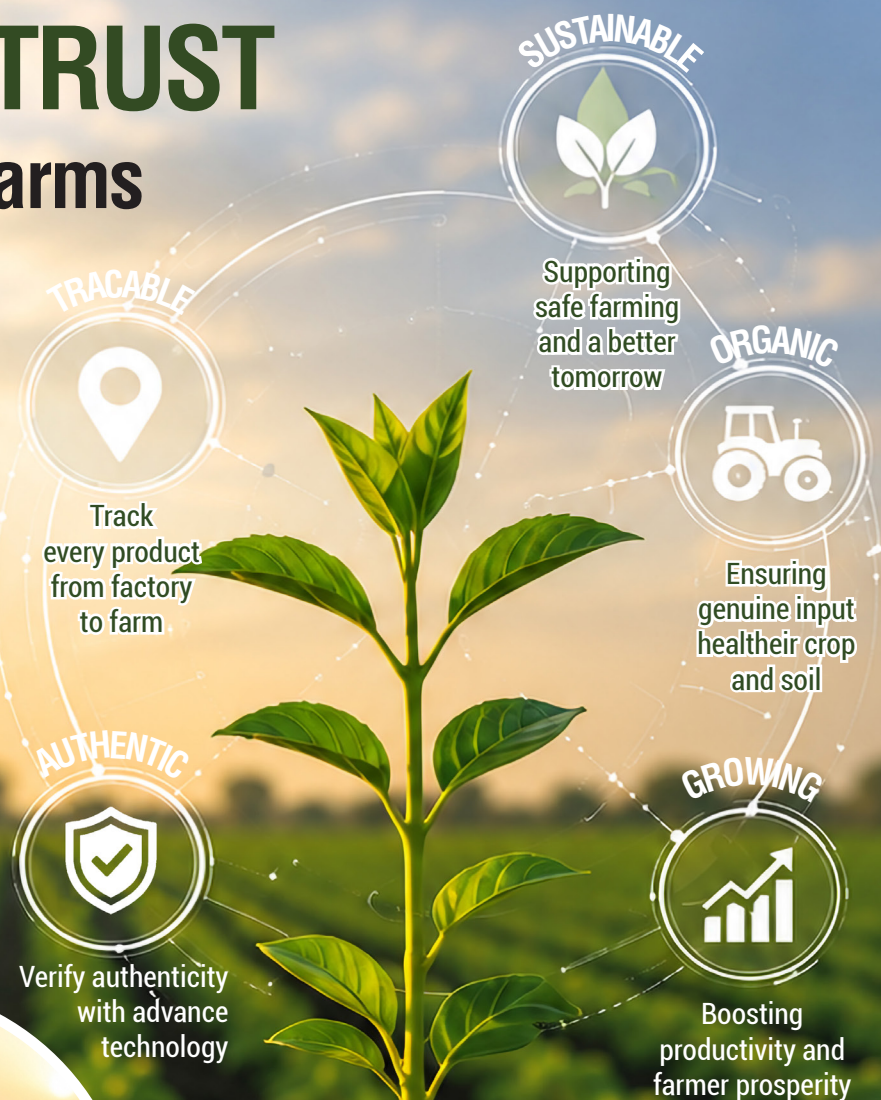
June 2026 | Volume 16 | Issue 60

TRACEABILITY & AUTHENTICATION TIMES

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

CULTIVATING TRUST

Protecting India's Farms from Counterfeit Agro-Products



PROTECTING THE BEST BRANDS



ANTI-COUNTERFEITING SOLUTIONS



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DIGITAL SOLUTIONS

Founded in 1993, Veritech has been a pioneer in brand protection solutions, helping brand safeguard their products and build consumer trust. In 2025, Veritech became part of Canpac Trends, a packaging innovation company established in 2010. This Strategic integration combines Veritech's expertise in brand security with Canpac's excellence in packaging solutions. Today, as Canpac Veritech Solutions Private Limited, we bring together decades of innovation, manufacturing excellence, and technical expertise to deliver integrated packaging and brand protection solutions for businesses across industries.

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TRACEABILITY & AUTHENTICATION TIMES

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

EDITOR'S CORNER

Dear Readers,

The Authentication Solution Providers' Association (ASPA) expresses its profound grief on the passing of Mr. T. M. Rajan, Chairman of Process Color and a respected Founder Full Member of ASPA, who passed away on 1 July 2026.

Welcome to the 60th edition of Traceability & Authentication Times, ASPA's flagship publication that continues to highlight the growing importance of authentication and traceability in an increasingly complex and risk-prone marketplace.

The agriculture sector forms the backbone of India's economy and food security, making the integrity of agricultural inputs critical to the prosperity of millions of farmers. As highlighted in the ASPA-CRISIL State of Counterfeiting in India 2025 report, counterfeit agro-products continue to pose a serious challenge, affecting crop productivity, farmer incomes, and consumer confidence. The findings underscore the need for stronger preventive measures and greater awareness across the agricultural ecosystem.

In this edition, our cover story, "Cultivating Trust – Protecting India's Farms from Counterfeit Agro-Products", explores the growing threat posed by counterfeit pesticides, fertilizers, and crop protection products, and examines how authentication and traceability technologies are helping secure the journey from factory to farm. The report findings reveal that farmers continue to rely heavily on packaging and labeling cues, highlighting the increasing importance of robust anti-counterfeiting measures and supply chain transparency.

Adding further depth to this issue are expert perspectives from leading industry players, PI Industries and Insecticides (India) Limited. Their insights demonstrate how innovation, secure packaging, digital verification, and collaborative approaches can strengthen trust across the agricultural value chain and help protect farmer livelihoods.

This edition also captures notable developments from around the world, showcasing how governments and industries are leveraging digital technologies to enhance transparency, improve food safety, and build resilient supply chains. These examples reaffirm that authentication and traceability are emerging as strategic enablers of trust across industries.

As ASPA continues its journey of over 28 years, the Association remains committed to promoting awareness, fostering collaboration, and driving the adoption of advanced authentication and traceability solutions. In line with this commitment, ASPA will shortly announce the 7th edition of its flagship Traceability & Authentication Forum (TAF) in New Delhi. Over the years, TAF has evolved into a premier platform bringing together industry leaders, policymakers, enforcement agencies, brand owners, and technology providers to deliberate on emerging challenges and opportunities in the fight against counterfeiting. The upcoming edition promises to further strengthen industry dialogue and accelerate the adoption of innovative solutions for building trusted products and transparent supply chains.

In the fight against counterfeiting, trust is cultivated not merely through technology, but through collaboration, awareness, and a shared commitment to protecting consumers, safeguarding livelihoods, and strengthening the integrity of supply chains. We hope this edition provides valuable insights and stimulates meaningful conversations as we collectively work towards creating a safer and more secure marketplace.

Happy reading!!

Yours Sincerely,

Puneet Maithani
Editor,
Traceability & Authentication Times

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EDITORIAL BOARD

Issue Editor: Puneet Maithani

Publication Committee: Ankit Gupta,
Nakul Pasricha, Manoj Kochar, Sanjay Kumbhat

Issue Designer: SR Films

Published by: Corporate Communication,
Authentication Solution Providers' Association
(ASPA) 521, 5th Floor, Ansal Tower - 38,
Nehru Place, New Delhi-110019, India

Email: info@aspaglobal.com

Website: www.aspaglobal.com



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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 info@aspaglobal.com or call at +91 93194 40030.



IN LOVING MEMORY OF



Mr. T. M. Rajan

Founder Full Member, ASPA
Chairman, Process Color

1942 – 2026

A visionary entrepreneur, pioneer in printing technology,
holography and security solutions.
His contributions have shaped industries and
inspired generations.

ASPA extends its heartfelt condolences to his family,
friends, colleagues and all who knew and worked with him.

May his soul rest in peace.



Remembering Mr. T. M. Rajan: A Visionary Entrepreneur, Industry Pioneer and Founder Full Member of ASPA

The Authentication Solution Providers' Association (ASPA) pays heartfelt tribute to Mr. T. M. Rajan, Chairman of Process Color, whose remarkable life was defined by innovation, leadership and an

unwavering commitment to excellence. His passing on 1 July 2026, at the age of 84, is a profound loss for the printing, packaging and authentication fraternity. While the industry mourns the loss of a pioneer, it

also celebrates the enduring legacy of a visionary whose contributions transformed businesses, inspired professionals and strengthened India's authentication ecosystem.

As a Founder Full Member of ASPA, Mr. Rajan was among the distinguished industry leaders who recognised the importance of collaboration in advancing authentication technologies and combating counterfeiting. His support for ASPA reflected his belief that protecting brands, governments and consumers requires collective effort, technological innovation and the highest standards of integrity. His association with the organisation will always remain an important part of ASPA's history and growth.

After serving with distinction in the Indian Air Force, Mr. Rajan pursued higher education and professional experience in the United States, specialising in Printing Technology and holography. On returning to India in 1989, he established Process Color in Kochi, introducing Kerala's first pre-press colour processing unit and later the state's first high-security hologram manufacturing facility. These pioneering initiatives fundamentally transformed the printing industry in Kerala and helped lay the foundation for the state's modern printing and packaging ecosystem.

Innovation remained at the heart of his journey. Under his leadership, Process Color evolved into one of India's few companies with complete in-house capabilities for artwork creation, hologram origination, mastering and production. The company became a trusted provider of authentication solutions for numerous government departments and public sector organisations, supplying secure holograms

for excise, taxation, universities, transport authorities and other institutions. These achievements demonstrated not only technical excellence but also his commitment to safeguarding public trust through advanced security technologies.

Mr. Rajan's entrepreneurial vision extended further with the establishment of Jaann Offset Printing Private Limited, which developed into a technologically advanced packaging facility. He also ventured successfully into television production through Process Color Communication and SR Digital Broadcast, producing acclaimed serials including the Kerala State Award-winning Kuthirakal. His ability to innovate across sectors reflected exceptional foresight and business acumen.

Throughout his career, he actively contributed to industry bodies, serving as a General Council Member of the All-India Federation of Master Printers and participating in international organisations devoted to holography and authentication. Within ASPA, he was respected not only as a founder member but also as a leader whose experience and guidance strengthened the association's mission of promoting authentication technologies and combating counterfeiting.

Those who knew Mr. Rajan remember him equally for his humility, generosity and compassion. He believed in nurturing people alongside technology, mentoring professionals and building organisations founded on integrity, excellence and continuous improvement. Outside his professional life, he was an avid planter and nature enthusiast, caring for his cardamom estate and a rich variety of plants with the same dedication he brought to business.

Centre expands QR tagging of FCI foodgrain bags to boost traceability



The Centre has decided to expand its QR tagging initiative for Food Corporation of India (FCI) foodgrain bags, with plans to implement the system across three states -- Andhra Pradesh, Telangana and Odisha -- in the ongoing marketing season.

The plan will cover 20 lakh tonnes of rice moved from milling points to distribution centres.

The move, aimed at tracking end-to-end movement of foodgrains and curbing the recycling of grain bags, follows a successful pilot in Andhra Pradesh for rice in December 2025-January 2026, and in Punjab for wheat during April-May 2026.

"We are planning to put QR tags on foodgrain bags transported from procurement states to distribution states," a senior Food Ministry official told PTI.

"In the ongoing marketing season, we are going to do this in Andhra Pradesh, Telangana and Odisha for rice."

Under the expanded pilot, select districts from each of the three states will be covered. Approximately 10 lakh tonnes of rice will be moved with QR tagging from milling points in Andhra Pradesh to distributing states, while Telangana and Odisha will account for 5 lakh tonnes each.

The QR tagging system enables authorities to trace each bag back to its procurement centre, the agency that procured it, and the season it belongs to. Bags are scanned randomly at godowns during storage, and again at fair-price shops at the point of distribution.

"We are able to trace from which procurement centres, which procurement agencies, and which season the grain belongs to," the official said.

In an additional step being piloted at the distribution stage, the electronic point-of-sale (ePoS) device at fair price shops will capture the QR code -- allowing officials to establish which season's grain is being distributed. This is expected to enable the auto-generation of bills, streamlining subsidy disbursal.

"Currently, a subsidy is given at the distribution stage. With QR tagging, we would know exactly which foodgrains are being distributed. Auto-generation of bills will be tried subsequently," the official added. The initiative is expected to bring greater accountability into the Public Distribution System by making the journey of every grain bag -- from miller to beneficiary -- digitally traceable.

Source: Business Standards

Vietnam advances QR code traceability to boost farm product safety

Promotional graphic from Tetra Pak featuring a cat beside Tetra Recart cartons and text about meeting future demands

Vietnam is developing a nationwide digital traceability system for agricultural products through packaging, using smart label technologies such as QR codes.

Proposed amendments to Vietnam's Food Safety Law would require all food products to carry verified digital traceability information through QR codes, barcodes, or DataMatrix codes.

Research in Vietnam found that QR code-based traceability can increase consumer trust and lower perceived food safety risks.

Vietnam is modernizing its agricultural supply chain by developing a nationwide digital traceability system for farm products, including through packaging and labeling. The system aims to achieve stronger application of digital technologies such as geographic information systems, QR codes, electronic logs, blockchain, and IoT.

The Ministry of Agriculture and Environment has introduced a pilot program of the

traceability system focusing initially on durian, with plans to expand across various agricultural commodities.

Speaking at a recent meeting, Deputy Minister of Agriculture and Environment Vo Van Hung said technologies such as QR codes can "enhance transparency, reduce commercial fraud, and improve the effectiveness of state management."

"At the same time, these technologies are also important tools for building trust with importing markets and international consumers."



Advancing transparency

Aligning with this digital push, the Ministry of Health published a draft amendment last year to the Food Safety Law. The proposed regulation mandates that all food products circulating on the market carry verified traceability data via QR codes, barcodes, DataMatrix, or other digital tools.

Label innovations are transforming consumer engagement and supply chain traceability, with QR codes emerging as a key tool for brand communication.

A recent study also indicated that QR code-based food traceability is reshaping consumer behavior and enhancing food safety governance in Vietnam.

Researchers surveyed 400 urban consumers across Hanoi and Ho Chi Minh City to analyze the impact of scanning QR codes on consumer trust, risk perception, and purchasing behavior. The results reveal that QR code usage can "significantly increase consumer trust and reduce perceived food safety risk."

Source: Packaging Insights

World Anti-Counterfeiting Day

World Anti-Counterfeiting Day, the Authentication Solution Providers' Association (ASPA) called for greater adoption of authentication and traceability solutions to combat the growing threat of counterfeit products and strengthen consumer trust across industries.



For nearly three decades, ASPA has worked to create awareness about the risks posed by counterfeiting while advocating the use of advanced authentication and traceability technologies to protect consumers, brands, and supply chains. Today, ASPA's member companies collectively safeguard thousands of brands globally through physical, digital, and phygital solutions designed to verify product authenticity and enhance supply chain visibility.

Counterfeit products continue to affect a wide range of sectors, including pharmaceuticals, agrochemicals, FMCG, automotive components, consumer durables, and industrial products. Beyond financial losses, counterfeiting poses serious risks to consumer safety, public health, and brand reputation.

Over the years, ASPA has contributed to the anti-counterfeiting ecosystem through industry research, awareness campaigns, publications, policy advocacy, stakeholder engagement, and knowledge-sharing platforms. The association continues to work closely with industry leaders

Commenting on World Anti-Counterfeiting Day, **Mr. Ankit Gupta**, President of ASPA said:

"As ASPA completes 28 years of advancing authentication and traceability, the findings of the CRISIL-ASPA State of Counterfeiting in India 2025 Report serve as a stark reminder of the scale of the challenge before us. The consumer survey, conducted by Crisil Intelligence across 1,639 respondents in nine cities, reveals near-universal exposure to counterfeits, with 89% of consumers reporting that they have purchased a counterfeit product at least once. Consumers also perceive that 29% of products available in local markets are counterfeit. These findings underscore the urgent need for wider adoption of authentication and traceability solutions. By embedding trust, transparency, and product verification into supply chains, we can better protect consumers, strengthen brand integrity, and build a safer marketplace for all."

and policymakers to promote best practices and encourage wider adoption of authentication and traceability solutions.

As part of its ongoing efforts to advance dialogue and innovation in this space, ASPA will soon convene stakeholders from industry, government, technology, and academia at the next edition of its flagship Traceability & Authentication Forum (TAF), which will continue the conversation on building trusted products and transparent supply chains.

On World Anti-Counterfeiting Day, ASPA reiterates that the fight against counterfeiting requires collective action and that authentication and traceability technologies will play a defining role in creating a safer and more trustworthy marketplace for all.

Cultivating Trust - Protecting India's Farms from Counterfeit Agro-Products

As counterfeit agro products increasingly threaten crop productivity and farmer livelihoods, authentication and traceability technologies are emerging as indispensable tools to secure India's agricultural future.

India's agriculture sector stands at the foundation of the country's food security and economic prosperity. Yet, a silent threat continues to undermine the efforts of millions of farmers—counterfeit agro-products.

From fake pesticides and fertilizers to adulterated crop protection chemicals and seeds, counterfeit products have infiltrated the agricultural supply chain, affecting farm productivity, incomes and ultimately the nation's food basket.

According to the ASPA-CRISIL State of Counterfeiting in India 2025 report, 35% of farmers reported encountering counterfeit agro-products at least once during the last twelve months, while farmers estimate that nearly 30% of agro-inputs available in the market may be counterfeit. More alarmingly, 82% of respondents believe counterfeiting has increased over the past year.

A Growing Threat to Agricultural Productivity

India's pesticide and fertilizer industry, estimated at approximately 1.8 trillion in FY26, is expected to continue its growth trajectory. However, alongside this expansion, counterfeiters are becoming increasingly sophisticated, exploiting weaknesses across fragmented supply chains.

Unlike other sectors where counterfeiting may primarily affect brand value or revenues, fake agro products can directly impact:

- **Crop yields**
- **Soil health**
- **Farmer incomes**
- **Food quality**
- **National food security**



A single counterfeit pesticide or fertilizer can result in crop failure, forcing farmers to bear losses that extend far beyond the cost of the product itself.

The Farmer's Reality

One of the most concerning findings of the ASPA-CRISIL report is that 75% of counterfeit purchases occur through local agri-input retailers, while another 18% enter through informal supply chains.

This indicates that counterfeit products are not confined to illegal channels but often find their way into legitimate marketplaces, making identification increasingly difficult.

Packaging: The First Line of Defence

Farmers continue to rely heavily on packaging cues while purchasing agro products.



According to the report:

- 63% rely on packaging and labelling details.
- 58% believe they can identify counterfeit products.
- Only 26% verify authentication features such as holograms and traceability codes.

Packaging has therefore evolved from being merely a means of product containment and communication to becoming an essential tool for protecting authenticity and ensuring consumer confidence.

However, counterfeiters are now replicating labels, colours and visual designs with alarming accuracy. Consequently, conventional packaging alone is no longer sufficient.

Trust Commands a Premium

Counterfeit products may appear attractive because they are perceived to be around 24% cheaper than genuine products. However, farmers recognise the value of authenticity.

The study reveals that farmers are willing to pay a premium of 14% for products whose genuineness can be assured.

This finding underlines an important shift in consumer behaviour: trust has become an economic asset.

Increasingly, farmers are seeking assurance, transparency and confidence rather than simply lower prices.

Fertilizers Remain Highly Vulnerable

ASPA recorded 276 instances of fake agrochemical products between 2018 and 2025, with fertilizers accounting for nearly 40% of these incidents. The number of reported cases has increased nearly 2.5 times over the period, highlighting the growing scale of the challenge.

These figures underscore the urgent need for stronger preventive mechanisms rather than relying solely on enforcement.

Technology is Transforming Brand Protection

As counterfeiters become smarter, anti-counterfeiting measures must become more intelligent and data driven.

As counterfeiters become increasingly sophisticated and supply chains grow more complex, safeguarding agricultural inputs requires solutions that go beyond conventional packaging and visual inspection. Today, Authentication and Traceability Solutions (ATS) are playing a pivotal role in helping brands protect their products throughout their lifecycle—from manufacturing and distribution to the point of purchase and consumption. These solutions not only help establish product authenticity but also enhance supply chain visibility, enable the detection of diversion and leakages, and foster greater transparency and consumer confidence.

For over 28 years, ASPA members have been at the forefront of protecting brands and consumers through innovative authentication and traceability technologies. Collectively safeguarding more than 15,000 brands globally, ASPA members offer a diverse portfolio of solutions encompassing physical, digital and integrated technologies that help manufacturers secure products and strengthen trust across the value chain.

These solutions include security holograms, tamper-evident labels, security inks, optical variable devices, serialization, QR codes, RFID, NFC, blockchain-enabled platforms and track-and-trace systems, among others. By providing multiple layers of protection and enabling real-time verification, these

technologies empower manufacturers, distributors, retailers and consumers to distinguish genuine products from counterfeit ones while improving transparency across increasingly complex supply chains.

In the agro-products sector, where counterfeit pesticides, fertilizers and crop protection products can have far-reaching consequences on crop productivity, farmer incomes and food security, the importance of authentication and traceability assumes even greater significance. Such technologies help ensure that genuine products reach farmers, strengthen confidence in brands and contribute to the development of a more secure and resilient agricultural ecosystem.

As India advances towards a more connected and transparent economy, authentication and traceability are emerging as strategic enablers of trust. Through continuous innovation and collaboration, ASPA members are contributing towards safer supply chains, stronger brand protection and a more sustainable future for Indian agriculture.

Building a Collaborative Ecosystem

Counterfeiting cannot be addressed by technology alone.

A sustainable solution requires collaboration among:

- Manufacturers
- Government agencies
- Retailers and distributors
- Farmers
- Industry associations
- Technology providers

Consumer awareness and education are equally critical. As counterfeiters become increasingly sophisticated, empowering farmers with knowledge and access to authentication tools will be essential.

Securing India's Food Future

Agriculture is the first link in the food value chain. Protecting this link is fundamental to ensuring food security, improving farmer prosperity and sustaining economic growth.



Authentication and traceability are no longer optional—they have become strategic necessities.

As India moves towards a more digital and resilient agricultural ecosystem, technologies developed and deployed by ASPA members are playing a vital role in cultivating trust and safeguarding the future of Indian agriculture.

Building Trust. From Factory To Farm.

Counterfeiters can copy what people see.

Packaging.

Labels.

Codes.

**What they cannot copy
is the data behind them.**

That is why trusted products
begin with trusted data.



FACTORY



CONNECTED
DATA



FARM

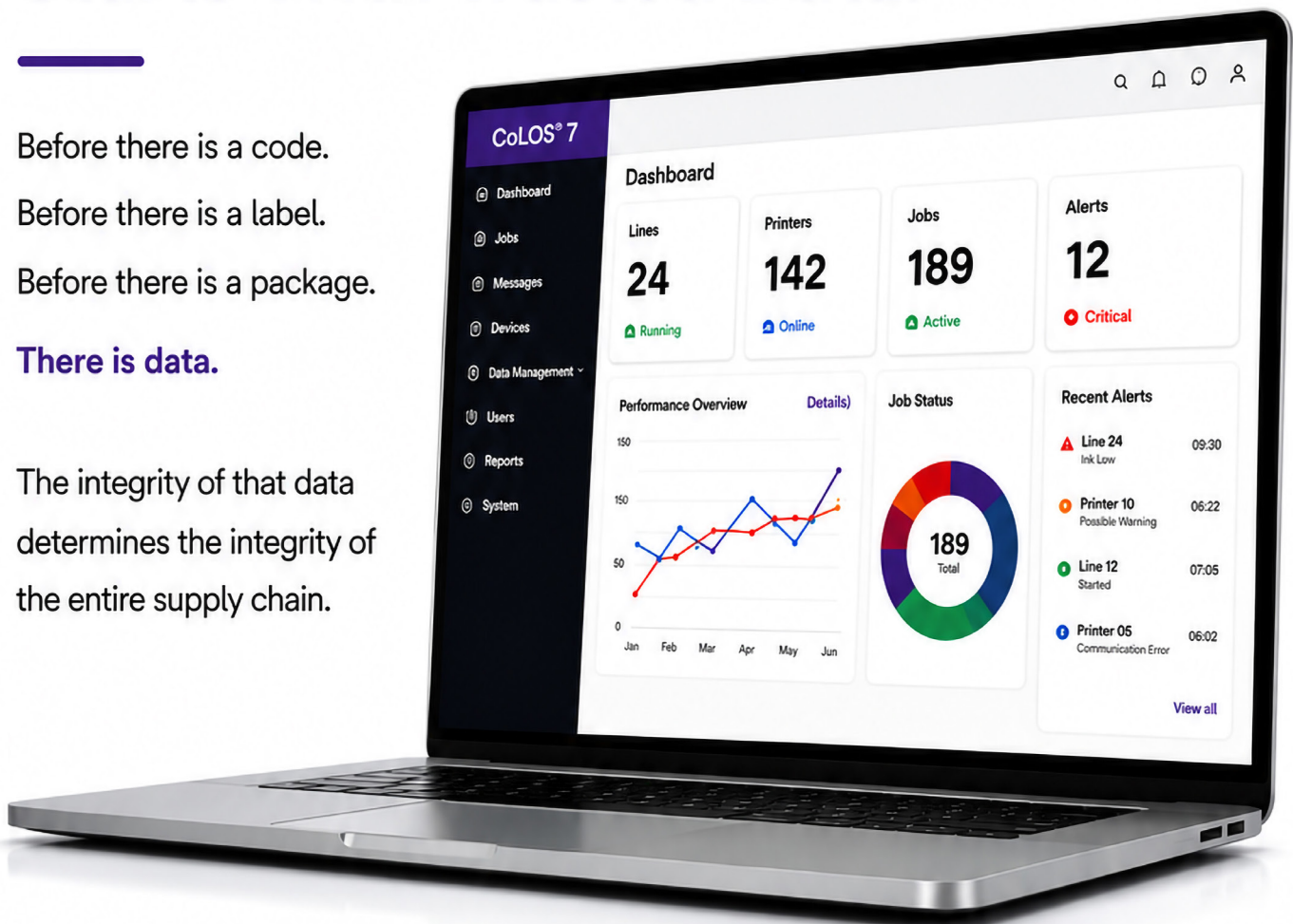
CoLOS® 7
Version 7

Every Trusted Product Starts With Trusted Data.

Before there is a code.
Before there is a label.
Before there is a package.

There is data.

The integrity of that data
determines the integrity of
the entire supply chain.



CoLOS® 7



Centralized
Control



Secure
Production Data



Audit Trails &
Compliance



GS1 Digital
Link Ready



Enterprise-Wide
Traceability

Create. Print. Verify.

One ecosystem. **Complete confidence.**



Scan to connect with
our traceability experts.



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SAFEGUARDING INDIA'S FARMERS THROUGH TRACEABILITY

An Industry Report on Product Authenticity and Traceability in Agrochemicals

By: Girish Ahuja, GM – Corporate Affairs, PI Industries

Counterfeit and unregistered agrochemicals pose a significant and growing threat to India's agricultural sector, farmer livelihoods, and food security. Industry estimates suggest that counterfeit pesticides can account for a substantial share of the market, resulting in crop losses, pest resistance, residue violations, and health risks for farmers and consumers alike. In this context, robust traceability and authentication mechanisms are no longer optional; they are essential infrastructure for a resilient agricultural value chain.

THE SCALE OF THE CHALLENGE

Counterfeit agrochemicals often mimic legitimate brands in packaging and labeling while containing incorrect active ingredients, substandard formulations, or harmful impurities. For small and marginal farmers, who typically operate on narrow margins and often rely on borrowed capital for inputs, exposure to fake products can lead to catastrophic economic losses and erosion of trust in modern crop protection technologies.

Research indicates that farmers perceive high physical, economic, social, and environmental risks associated with fraudulent pesticides, yet many continue to unknowingly purchase such products due to limited awareness and lack of practical authentication tools. This underscores the need for industry-led solutions that are both technologically robust and accessible to farmers at the point of purchase.

PI INDUSTRIES' APPROACH: FROM MOLECULE TO MARKET

Founded in 1946, PI Industries has over eight decades of legacy in agrisciences, with a proven track record of identifying new opportunities and delivering innovative solutions to customers. The company has evolved into a global life sciences powerhouse, with a strong presence across agrochemicals, specialty chemicals, and pharma, supported by an integrated R&D ecosystem and a legal and regulatory framework grounded in high governance standards.

PI's innovation strategy is anchored in the principle that value creation extends beyond molecule discovery to the entire product lifecycle – from formulation and packaging to distribution and end-use. The company has filed over 80 patents in the last five years alone, covering breakthroughs in molecule design, synthetic chemistry, and advanced formulations, establishing itself as one of India's top patent filers in chemistry and life sciences. This

commitment to IP-backed innovation is central to PI's leadership in product authenticity.

PATENTED PACKAGING AS A FIRST LINE OF DEFENSE

A cornerstone of PI's product authenticity strategy is its standardized, patented bottle design. All products sold by PI Industries are packed exclusively in this patented bottle – there are no exceptions. Every retail unit, irrespective of product type or pack size, carries the same unique HDPE rectangular bottle



Girish Ahuja,

GM – Corporate Affairs, PI Industries



design that is protected by patent and engineered to be difficult to replicate.

This packaging is designed not only for functional advantages such as ease of handling, safe dosing, and leak resistance, but also to serve as a visible, physical identifier of authenticity. The distinctive shape and design features enable farmers, retailers, and regulators to quickly differentiate genuine PI products from look-alike counterfeits, even at the point of sale. This company-wide standardization ensures that product authenticity is embedded in every container leaving PI's manufacturing facilities.

DIGITAL TRACEABILITY VIA QR CODES

Physical distinctiveness, while necessary, is insufficient in an environment where counterfeiters increasingly replicate visual features. PI has therefore integrated QR code-based traceability across its product portfolio, in alignment with regulatory expectations for digital identifiers on pesticide labels.

Each QR code is uniquely linked to a secure backend database and encodes critical information such as product identity, batch number, manufacturing and expiry dates, and a verified web link to the company's official information portal. When scanned using a smartphone, the code enables instant verification of product authenticity and provides access to technical and safety information, usage guidelines, and regulatory compliance details.

This digital layer serves dual purposes: it empowers farmers with a simple, practical tool to verify product authenticity, and it generates real-time data that helps PI monitor distribution patterns, detect anomalies, and identify potential counterfeit hotspots. Such data-driven insights are critical for proactive market surveillance and targeted enforcement actions.

SUSTAINABILITY AND RESPONSIBLE INNOVATION

PI's commitment to safeguarding farmers extends to environmental stewardship. Through strategic partnerships, 100% recycled packaging initiatives, and Eco Scale tracking to optimize waste generation per metric tonne, PI advances circularity across operations and reduces its environmental footprint.

This integrated approach – combining advanced chemistry, secure packaging, digital traceability, and sustainability – reflects PI's broader corporate DNA of being courageous, curious, creative, and caring.

THE PATH FORWARD

Addressing the challenge of counterfeit agrochemicals requires a multi-stakeholder approach involving regulators, industry associations, supply chain partners, and farmers. Global best practices and emerging standards for QR code content, serialization, and agricultural traceability provide a framework for interoperability and scalability.

PI Industries is committed to remaining at the forefront of this evolution by:

- Ensuring that all products are packed in its patented bottle design as a baseline security feature.
- Expanding and enhancing QR-based traceability capabilities across its product portfolio.
- Strengthening farmer and retailer awareness programs on recognizing genuine products and using digital authentication tools.
- Collaborating with industry bodies and regulators to advocate for robust anti-counterfeiting frameworks and enforcement mechanisms.

Safeguarding India's farmers through traceability is not merely a technical objective; it is a strategic imperative for sustainable agricultural growth. PI Industries' integrated approach – combining patented packaging, digital traceability, and responsible innovation – offers a scalable model for the industry to build trust, protect farmer livelihoods, and ensure the integrity of the agricultural value chain.

ABOUT THE AUTHOR

Girish Ahuja is GM – Corporate Affairs at PI Industries, a company with over 80 years of legacy in agrisciences and agrochemicals. He takes care of corporate affairs and stakeholder engagement, with a focus on farmer trust, product authenticity, and responsible innovation from molecule to market.

STATE OF COUNTERFEITING IN INDIA 2025



Scan QR Code to
download the Report

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

Events from Recent Past

- **India Pharma API Summit 2026:** Held on 18–19 June at Le Meridien, Hyderabad, the summit brought together key stakeholders from the pharmaceutical industry to discuss developments in the API sector. ASPA supported the event as an Association Partner.
- **CII International Conference on Strengthening Anti-Counterfeiting and Piracy:** Held on 23 June 2026 at India Habitat Centre, New Delhi, the conference focused on addressing counterfeiting and piracy challenges through collaboration and knowledge sharing. ASPA participated as a Supporting Partner.
- **3rd All in Print Asia 2026:** Held on 26–28 June at Hitex, Hyderabad, the event showcased innovations in printing, packaging, and labeling technologies. ASPA supported the event as the Authentication Partner.
- **CII Automotive Aftermarket Conclave:** Held on 8 July 2026 at Hotel Crowne Plaza, Gurugram, the conclave will bring together automotive aftermarket stakeholders to discuss industry trends, innovations, regulations, and growth opportunities. ASPA is supporting the event as an Association Partner.

Upcoming Events

- **Indusfood Ahmedabad 2026:** Scheduled for 24th–26th July 2026 at Helipad Exhibition Centre, Ahmedabad, organised by TPCI. The event will showcase innovations in food processing, packaging, ingredients, and supply chain solutions. ASPA is supporting the event as a Partner Association.
- **Flexo Summit Asia 2026:** 5th–6th August 2026, Hilton – Manyata Tech Park, Bengaluru
- **IP Advantage Summit:** To be held on 6th August 2026 at The Imperial, New Delhi, the summit organised by TPCI. It will focus on intellectual property protection, innovation, and anti-infringement strategies. ASPA is supporting the event as Authentication Partner.
- **India FoodCon Expo 2026:** Scheduled for 7th–10th August 2026 in Nashik, the expo will highlight advancements in food processing, manufacturing, packaging, and sustainability. ASPA is supporting the event as a Supporting Association.
- **Asia Security Conference & Exhibition:** Taking place on 19–20 August 2026 in Mumbai, the event will explore developments in security, surveillance, cybersecurity, and risk management. ASPA is supporting the event as a Supporting Association.
- **PackPlus Delhi 2026:** India's biggest event for Packaging, Converting and Supply Chain from 20th–22nd August 2026, Bharat Mandapam, New Delhi
- **ElitePlus 2026:** 13th Speciality Films & Flexible Packaging Global Summit 2026. 26th–27th Aug, 2026. Jio World Convention Centre, BKC, Mumbai, India.
- **Future of Food, Engineered Today:** Scheduled for 11th September 2026 in Delhi, the event will focus on innovation, sustainability, food safety, and emerging food technologies. ASPA is supporting the event as a Supporting Association. This event is organised by FoodTech Biz and Food&Drink Industry magazine.

- **Digital Print Asia 2026:** 24th & 25th September 2026, Hilton – Manyata Tech Park, Bengaluru
- **The Packaging South Asia Conference:** To be held on 9th October 2026 in Mumbai, the conference will discuss packaging innovations, sustainability, regulations, and emerging technologies. ASPA is supporting the event as a Supporting Association. The conference is organised by well-known publication for the Packaging Industry – Packaging South Asia.
- **Packvision 2026:** Scheduled for 15th–17th October 2026 at Chennai Trade Centre, Chennai, the exhibition will showcase advancements in packaging, labeling, printing, coding, and automation. ASPA is supporting the event as a Supporting Association.
- **Indus Food 2026 Bengaluru:** 25th–27th November 2026 at Bangalore International Exhibition Centre.

Food and Beverage Trade show where ASPA is a Partner Association.

- **17th PrintPack India:** 30th January – 03RD February 2027, at India Expo Centre & Mart in Greater Noida, India

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.

We welcome new Members:





SCAN the QR Code to
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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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Holostik India Limited

F-9, Pocket F, Okhla Phase I, Okhla,
New Delhi, Delhi 110020

Connect with us:

+91-9905-124-124

marcom@holostik.com www.holostik.com

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* Assumed a minimum of 1% efficacy