

The AUTHENTICATION Times

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

PRESERVING PURITY

Exploring Counterfeit Challenges and Solutions in India's FMCG and Nutraceutical Domains





World class Solutions, for every Brand

Shriram Veritech is a globally renowned leader that has been empowering brands for the last 30 years in multitude of industries. Veritech offers a full range of advanced solutions to combat counterfeiting and pilferage, optimize packaging and labelling, and streamline supply chain management through digital innovations. Veritech's global presence extends to over 50 countries, serving more than 3500 brands worldwide.



ANTI-COUNTERFEITING

- Secure Holograms
- Transfer Foils
- Tamper Evident Seals
- Security Printing
- Document Security
- Secure Labels



LABELLING & PACKAGING

- Aluminium Foils
- Shrink Sleeves
- Intelligent Labels
- Product Labels
- Holographic Labels
- In-mould Labels



SUPPLY CHAIN SECURITY

- Digital Authentication for Consumer Products/Packs
- Track & Trace
- Warehouse & Inventory Management
- Warranty Management
- Loyalty Management



The revolutionary solution by Veritech integrates Nano-Optics into Optically Variable Devices (OVDs). Their state-of-the-art technology ensures ultra-secure OVDs with intricate details, stunning visual effects, and unparalleled security features, utilizing one of the world's most advanced OVD origination systems.



Veritech+, the comprehensive digital solution, secures every link in the supply chain throughout the entire product journey, from production to sale and even post-sales. It integrates robust physical and digital features, streamlining processes, enabling real-time visibility, and enhancing security against theft and counterfeiting.

Write to us at enquiry@veritech.in



The AUTHENTICATION Times

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

Editor's Corner



Dear Readers

Welcome to the 49th edition of The Authentication Times. In this issue, we explore some of the most pressing topics in our industry, focusing on initiatives and insights shaping the future of authentication and traceability. We highlight the "Global Food Regulators Summit 2023," where global leaders pledged to strengthen food safety systems. This summit underscores the vital need for international collaboration to protect the integrity of our food supply chain and maintain consumer trust.

Our feature article, "Exploring India's Growing Nutraceutical Market: Drivers and Challenges," delves into the dynamic growth of the Indian nutraceutical sector. Additionally, we present the "2024 Anti-Counterfeiting Packaging Market Outlook Report," which provides valuable insights into industry trends, market sizes, and growth opportunities from 2023 to 2031. We also highlight Mr. Sheetal Arora's (CEO, Mankind Pharma) remarkable contributions to our ongoing anti-counterfeiting initiatives. Leaders like Mr. Arora are pivotal in protecting consumers and setting industry standards.

Our cover story, "Preserving Purity: Exploring Counterfeit Challenges and Solutions in India's FMCG and Nutraceutical Domains," and article penned by GSI India, explores the multifaceted challenges of counterfeiting and the innovative solutions deployed to address them. This issue also includes highlights from the ASPA MEA Chapter and the global meet at Drupa 24, emphasising our commitment to ensuring authenticity and traceability in the food and beverage industry.

While you enjoy our regular sections, check out the ASPA initiatives and collaboration. We are also excited to welcome our newest members, who bring fresh perspectives and innovations to our community.

Thank you for being part of this enriching journey. Enjoy the read!

I hope you find this issue informative and exciting. As always, I look forward to your feedback.

Yours Sincerely,

Puneet Maithani
Editor,
The Authentication Times

Contents

Description	Page
COUNTERFEITING	4
Global Food Regulators Summit 2023 pledges to strengthen global food safety systems	
Exploring India's Growing Nutraceutical Market: Drivers and Challenges	
ANTI - COUNTERFEITING	5-6
2024 Anti Counterfeiting Packaging Market Outlook Report: Industry Size, Market Shares Data, Insights, Growth Trends, Opportunities, Competition 2023 to 2031	
Navigating Growth and Challenges in the Indian FMCG Sector in India	
COVER STORY	7&10
"Preserving Purity: Exploring Counterfeit Challenges and Solutions in India's FMCG and Nutraceutical Domains"	
Article by GSI India	11-12
Preserving Purity: Addressing Counterfeit Challenges in India's FMCG and Nutraceutical Sectors	
ASPA MEA CHAPTER	13
INDUSTRY NEWS	14-15

EDITORIAL BOARD

Issue Editor: Puneet Maithani

Publication Committee: Manoj Kochar, Nakul Pasricha, Luv D Shriram, Ankit Gupta, Vikas Jain

Issue Designer: SR Films / Gajender Singh

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

The **AUTHENTICATION** Times
The Official magazine of The Authentication Solution Providers' Association (ASPA)

About the Authentication Times

The 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 vikram@aspaglobal.com or call at +91 7838208944

Global Food Regulators Summit 2023 pledges to strengthen global food safety systems

For the first time in India, the Food Safety & Standards Authority of India (FSSAI), and the Ministry of Health and Family Welfare (MoHFW) organised the two-day G20 Global Food Regulators Summit (GFRS) on July 20, 2023 in New Delhi. The two-day Summit aimed to create a global platform for regulators on enhancing food safety systems and regulatory frameworks across the food value chain through collaboration. The Summit witnessed the presence of leading experts, regulators, and industry professionals from around the world. Considering the evolving landscape of emerging food hazards, new technologies, and changing consumer needs, the Summit envisaged developing a cohesive approach to the food safety policy framework. Moreover, the exhibition demonstrated cutting-edge solutions, technologies, and products that contribute to advancements in food safety and regulation.

The summit was inaugurated by Dr Mansukh Mandaviya, Union Minister of MoHFW in the presence of Narendra Tomar, Union Minister of Agriculture and Farmers Welfare, Dr Bedu Ram Bhusal, Minister of Agriculture and Livestock Development, Government of Nepal, Prof S P Singh Baghel and Dr Bharati Pravin Pawar, Union Ministers of State for Health and Family Welfare.

Underlining the importance of food safety during the summit, Dr Mandaviya said, "Safe food and good health is complementary to

each other. Balanced, safe, and nutritious food acts as preventive care and ensures our health and wellness. It is critically important to deep dive into issues of food grains, food safety, and food security for global sustainable development. Food regulators have a highly responsible job to create an ecosystem under the One Health approach which provides an integrated platform to collectively look at the health of climate, human, animal, and plant."

During the summit, G Kamala Vardhana Rao, CEO, FSSAI said, "Safe and nutritious food is key to good health, Unsafe food causes 600 million infections and 0.42 lakh deaths yearly. I hope that this gathering will brainstorm on the critical aspects of food safety and bring out innovative solutions to ensure a safe food supply."

Addressing the Valedictory Session of the GFRS 2023, Suman Berry, Vice-Chairman, NITI Aayog said "This summit has been a pivotal platform for international cooperation in addressing food safety challenges. Strengthening food safety scientific standards and enforcing regulations to prevent adulteration and counterfeiting of food are important. The complexity of India's food landscape poses significant challenges that must be addressed. Collaborative work between the government, industries, and other stakeholders is crucial to realise this endeavour."

Source: fssai.gov.in › [GFRS2023_strengtehen_Global_FoodSafety_nuffood](#)

Exploring India's Growing Nutraceutical Market: Drivers and Challenges

The Indian nutraceuticals market stood at USD 6,113.20 million in 2023 and is expected to register a CAGR of 11.39% and reach USD 11,800.11 million by 2029. The rising consumer awareness regarding health and sedentary lifestyle-associated issues, growing awareness for nutraceutical benefits, and growing consumer preference towards plant-based and organic health supplements are some of the major trends in the Indian nutraceuticals market. Moreover, the availability of look-alike product with fake ingredients in the

nutraceutical is affecting the consumer trust, health and thus hindering the market growth.

Ensuring food-safety isn't solely the duty of individual, regulatory bodies, or the food industry alone. Rather, it is a collective responsibility shared among the government, manufacturer, consumer. It is imperative to possess the knowledge and skills to decipher the information provided on label/packageing to grasp the nature of the food being consumed.

Source: *Techsci Research report*

Anti-Counterfeiting - Initiatives

2024 Anti-Counterfeiting Packaging Market Outlook Report: Industry Size, Market Shares Data, Insights, Growth Trends, Opportunities, Competition 2023 to 2031

The Anti-Counterfeiting Packaging market is anticipated to exhibit fluctuating growth patterns in the near term, largely influenced by persistent factors contributing to sluggish growth in 2023. However, improvements in the economy and alleviation of supply chain concerns are projected to facilitate a rebound in demand for the market, particularly in the latter half of 2024.

In anticipation of an economic downturn, the Anti-Counterfeiting Packaging industry faces several key challenges to address during the short—and medium-term forecast. These include shifting consumer preferences, the need for industrial policy amendments to align with growing environmental concerns, significant fluctuations in raw material costs

due to geopolitical tensions, and expected subdued economic growth.

Effective collaboration within the chemical industry and across the value chain is imperative for establishing a robust regulatory framework and achieving consensus on initiatives supporting a balanced approach considering supply, demand, and financial factors.

Despite the anticipated challenges in 2024, the Anti-Counterfeiting Packaging industry can leverage valuable opportunities by prioritising resilience and innovation.

Source: <https://www.researchandmarkets.com/reports/5685646/2024-anti-counterfeiting-packaging-market>

Navigating Growth and Challenges in the Indian FMCG Sector in India

In recent years, the FMCG sector in India has witnessed remarkable growth and transformation. With a booming economy, rising consumer spending, and technological advancements, the Indian FMCG industry is poised for further expansion. The FMCG, being the fourth largest industry, is predicted to grow at a 14.9% CAGR to \$220 billion by 2025, up from \$167 billion in 2023.

The industry employs a total workforce of 3 million, comprising 8.4% of the total factory employment. Women account for 13% of this workforce, equivalent to 390,000 individuals, and represent 18% of corporate leadership positions.

The Indian government has implemented several initiatives to support the FMCG industry's growth trajectory. Schemes such as 'Gati Shakti' and the Production-Linked Incentive (PLI) Scheme aim to streamline processes, boost domestic manufacturing, and attract foreign investment. The Open Network for Digital Commerce (ONDC) and favourable FDI policies have further enhanced the industry's competitiveness and market

reach. In the next two years, it is expected that e-commerce will account for 25% of all consumer purchases in India, up from 8% now that it has reached 500+ cities and added more than 3+ lakh sellers/service providers.

Technology is playing a pivotal role in shaping the future of the FMCG brands in India. From digital marketing and e-commerce to blockchain and AI-based analytics, companies are leveraging cutting-edge technologies to drive efficiencies and meet consumer demands.

By leveraging government support, embracing digital transformation, and optimising people in the FMCG supply chain, FMCG companies can position themselves for sustained growth and success. With a strategic approach and a focus on innovation and agility, the Indian FMCG industry is poised to capitalise on emerging opportunities and overcome existing challenges, driving growth and prosperity in the future.

Source: <https://www.linkedin.com/pulse/navigating-growth-challenges-indian-fmccg-sector-india-teamlease-wb5fc/>

Anti-Counterfeiting - Initiatives

In today's market, the threat of counterfeiting is more pervasive than ever, posing significant risks to consumer safety, brand integrity, and economic stability. The urgency to combat counterfeit products has never been greater, and brand owners across various industries are rising to the challenge with innovative and collaborative initiatives.

One such proactive effort is exemplified by Mr. Sheetal Arora, CEO of Mankind Pharma. In a recent LinkedIn blog post, Mr. Arora outlined the comprehensive steps his company is taking to fight counterfeiting.

By Mr. Arora:

“*The need of the moment—the overwhelming threat posed by counterfeit.*

Being in the pharmaceutical industry, we comprehend the importance of being mindful for the health of consumers. We have always regarded it as a privilege to be able to serve others by providing them with the finest healthcare possible. Ergo, Mankind Pharma has always been committed to maintaining the quality and security of its products. Only after numerous testing procedures are the products sent ahead to consumers.

'Counterfeit' has been one of the primary concerns for us in recent times, especially when it comes to safeguarding public health. As an experienced industry leader, I've made a concerted effort to voice against the growing issues associated with counterfeit goods. While it is important to work towards finding different methods to control this menace, it also requires encouraging others to join the fight.”

Mankind X ASPA

To prevent the spread of fake medications, Mankind Pharma convened with ASPA and acknowledged the interest of looking into potential future collaborations. As we both strongly believe that this problem should be averted, we exchanged provocative views

on the matter. From anti-counterfeiting technology to ASPA's major focus areas like authentication and traceability solutions, every facet of the subject was covered in our discussion. ASPA also addressed the necessity of raising public awareness about counterfeit drugs via a campaign modelled on the wildly effective 'Jago Grahak Jago' initiative.

Since the Indian pharmaceutical industry is projected to expand rapidly and reach \$130 billion by 2030, there is a crucial need for industry and government cooperation. For medicine manufacturers, concentration on how blockchain technology, security labels, and holograms function against replication efforts is essential. Also, there is a need for stronger accountability in terms of awareness campaigns and tight regulatory supervision.

The rise in counterfeit cases has prompted multiple meetings with officials to address the issue. These meetings are crucial for formulating successful strategies to resist counterfeiting.

I certainly believe that unity is the most powerful weapon against counterfeits. Coming together and finding solutions to this issue will be very helpful to our society. At Mankind, we strive to do our share while encouraging everyone to join us.

Source: <https://www.linkedin.com/pulse/need-momentthe-overwhelming-threat-posed-counterfeit-sheetal-arora-nq9ec/?trackingId=4tX0s4wUTKa2qmTOLGTMjA%3D%3D>

His insights and leadership provide a compelling example of how industry stakeholders take decisive action to address this pressing issue.

As we continue to advance our anti-counterfeiting initiatives, we must support and amplify the efforts of dedicated leaders like Mr. Arora. Their commitment helps protect consumers and sets a benchmark for the industry to follow.

“Preserving Purity: Exploring Counterfeit Challenges and Solutions in India’s FMCG and Nutraceutical Domains”



Counterfeiting in the FMCG sector is alarmingly prevalent and poses a significant threat to consumer safety and industry integrity. ASPA CRISIL report’s research and surveys indicate that up to 25-30% of FMCG products in India are counterfeit. The problem is particularly acute in the food segment, with the highest potential for harm. Despite this, a significant portion of consumers—42%—admit to willingly purchasing counterfeit FMCG products, often due to lower costs or unavailability of genuine items. Nearly 28% of consumers have

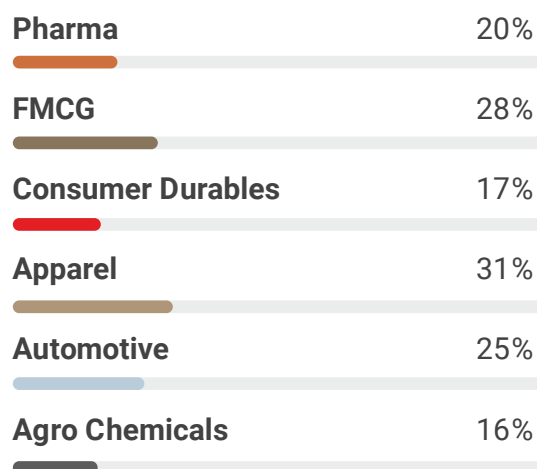
encountered counterfeit FMCG products at least once.

Perception of harmfulness of counterfeited products

Pharmaceutical	High
FMCG/ Packaged Goods	High
Automotive Parts	Moderate
Apparel Brands	Low
Consumer Durables/ Electronics	Moderate
Agro-Chemicals	Moderate

— Consumers who have come across a counterfeited product —

FMCG, Apparels and Automotive are top segments where consumer came across a counterfeit product



PICOMASTER

E-BEAM QUALITY USING LIGHT

Winner of the IHMA - Best Innovation in Holographic Technology Award 2023

The PicoMaster system provides:

The widest range of security features available

The highest resolution of any light-based mastering system

The highest optical quality - no seams, pixels, noise, or distortion

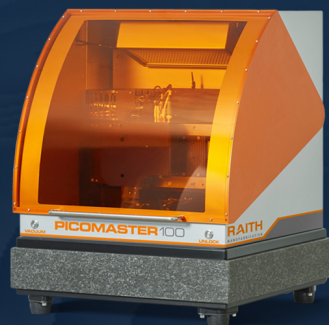
12 bit - 4096-level grayscale resolution for smoother surfaces

0 - 25um deep micro-structures with a choice of profiles

World-leading design and composition software

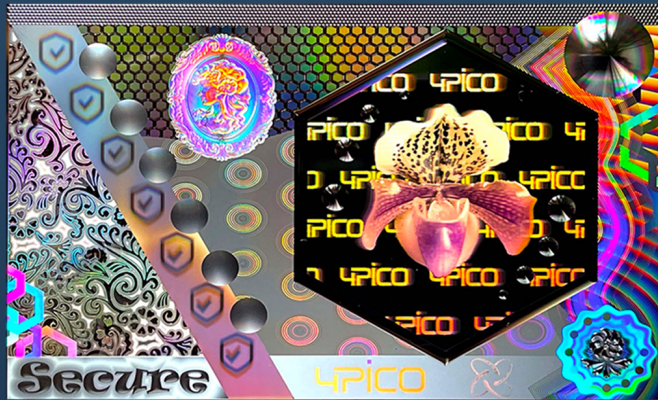
Create your own proprietary micro-structures

Used by the world's leading security printers



The next generation of mastering systems for the origination
of security holograms and other micro-structured optical surfaces

DIFFRACTIVE



HOLOGRAMS

REFLECTIVE



FRESNEL IMAGES

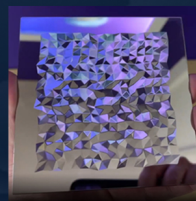
Use PicoHLD software to create and combine all types of micro-structures including:

CGH's, DOE's, 3D holograms, 3D stereograms, diffractive patterns, animated hidden images,

Fresnel lenses, Fresnel 'bass relief' images, platinum 'white' images, matt white images,

lenticular and spherical micro-lens arrays, 2.5D geometrical micro-structures,

custom micro-structures and features



Spatial Imaging Ltd. is the exclusive worldwide distributor (excl. China) of the PicoMaster-H range of
mastering systems and ancillary equipment from Raith Laser Systems. B.V., a subsidiary of Raith GmbH.

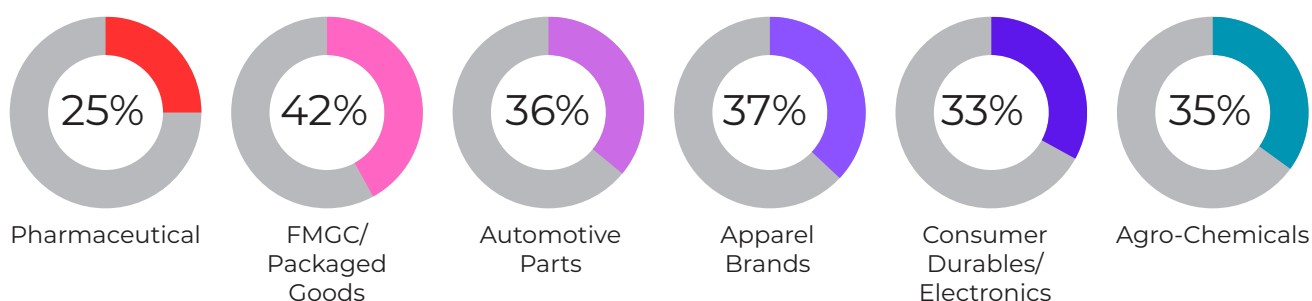
RAITH
NANOFABRICATION



Contact:
SPATIAL IMAGING LTD,
sales@spatial-imaging.com
+44 (0) 7913 823 506
www.spatial-imaging.com

Consumers who have willingly purchased at least once counterfeited products

Pharmaceutical	25%
FMGC/ Packaged Goods	42%
Automotive Parts	36%
Apparel Brands	37%
Consumer Durables/ Electronics	33%
Agro-Chemicals	35%



Geographic Disparities

The FICCI Cascade report of 2021 highlights the rapid growth of the counterfeit FMCG market, which is expanding at an annual rate of 44.4%, outpacing the overall sector's growth. Counterfeiting is rampant in certain regions, notably Bihar, Delhi, Madhya Pradesh, and Uttar Pradesh. Kanpur, a significant market for edible oil, is notorious for its high levels of adulteration, with 70% of mustard oil samples found to be adulterated.

Nature and Impact of Counterfeits

Counterfeiting in FMCG involves a range of deceptive practices, from producing fake products and look-alikes to adulterating genuine items. This mainly damages high-volume, high-margin products such as water, salt, flour, sugar, tea, soap, shampoo, milk, toothpaste, mustard oil, ghee, and premium tea. These counterfeit products often enter the supply chain through unorganised markets, where counterfeiters exploit advanced packaging technologies to mimic original products or pass off inferior substitutes as genuine.

Industry Response

Many FMCG companies have established anti-counterfeiting departments in response to this pervasive issue, often partnering with third-party consultants to conduct investigations and raids. Major brands like Tata Consumer Products, Hindustan Unilever, Godrej Consumer, Dabur, and Emami engage with law enforcement and government agencies to curb counterfeiting. They also employ anti-counterfeiting technologies such as QR codes, holograms, tamper-proof packaging, and real-time track and trace systems.

Despite these efforts, there remains a significant gap in consumer awareness. Many consumers are unaware of how to verify the authenticity of products. Educating consumers on using mobile app scanners for QR codes and checking holograms can help mitigate the problem. Campaigns like Bisleri's #HarPaaniKiBottleBisleriNahin aim to raise awareness about differentiating genuine products from counterfeits.

Source: ASPA-CRISIL report

Preserving Purity: Addressing Counterfeit Challenges in India's FMCG and Nutraceutical Sectors

India's Fast-Moving Consumer Goods (FMCG) and nutraceutical industries have witnessed remarkable growth and expansion in recent years. However, along with this growth comes the challenge of counterfeit products infiltrating the market, posing serious threats to consumer safety and brand integrity. Counterfeit products not only erode consumer trust but also pose significant health risks, especially in the nutraceutical domain where product efficacy and safety are important.

Impact of counterfeit products

For consumers, the primary concern is the health risk associated with counterfeit FMCG and nutraceutical products. These fake products often lack the essential ingredients or substantial materials they claim to contain or may include harmful substances, leading to adverse health effects. Moreover, counterfeit products undermine consumer's trust in the brand. When consumers unknowingly purchase counterfeit goods, their perceived value of the original brand diminishes, leading to a loss of trust.

For brands, the proliferation of counterfeit products leads to revenue loss and brand dilution. Counterfeiters free-ride on the marketing efforts of genuine brands, diverting potential sales. Furthermore, the presence of counterfeit products in the market can tarnish the brand's reputation, diminishing its long-term market position and growth prospects.

Significance of adoption of global standards

Global standards provide a robust framework for product identification, traceability, and authentication, essential elements in safeguarding the integrity of the supply

chain. A key aspect of these standards is interoperability. Interoperability ensures that different systems, technologies, and applications can work together seamlessly. By adopting GS1 standards, companies can ensure



Source: Google images



that every product is uniquely identified and tracked throughout its journey from manufacturing to the hands of the consumer. These standards not only ensure unique identification and traceability but also enable interoperable solutions, allowing diverse systems across the supply chain to communicate effectively.

Mitigation of counterfeit risks with GS1 standards

As the only authorised body, we at GS1 India recognize the critical role that global standards play in combating these counterfeit challenges and preserving the purity of products in these vital sectors. One of the primary challenges in combating counterfeit products is the lack of transparency across the supply chain. Counterfeiters take advantage of loopholes in the system to introduce fake products into the market, often bypassing regulatory checks and compromising consumer safety.



Source: Google images

GS1's standards, including the Global Trade Item Number (GTIN) and Global Location Number (GLN), enable end-to-end traceability, allowing stakeholders to identify and address counterfeit products swiftly and effectively.

Empowering Businesses with DataKart Platform

Furthermore, GS1's DataKart platform offers a comprehensive solution for product data management, ensuring the accuracy and integrity of product information. By digitizing product data and making it accessible in real-time, DataKart enhances supply chain visibility and enables rapid response to counterfeit incidents. Additionally, GS1's synchronization with industry stakeholders, regulatory bodies, and law enforcement agencies strengthens the collective effort to combat counterfeit activities.

Ensuring Product Authenticity

GS1's standards provide a reliable foundation for ensuring product safety in FMCG and nutraceutical sectors. By adhering to these standards, companies can not only protect their brands and consumers but also contribute to the overall integrity of the industry. GS1 India remains committed to empowering businesses to combat counterfeit challenges and uphold standards of authenticity in the FMCG and nutraceutical domains.

Conclusion

The battle against counterfeit products in India's FMCG and nutraceutical sectors requires a multi-dimensional approach, with global standards playing a central role. A crucial part of this approach is interoperability. GS1 India not only provides the necessary tools, resources, and support to enable businesses to preserve the purity of their products and maintain consumer trust, but it also works closely with solution providers to ensure that every solution is interoperable. This ensures seamless flow of information across different systems, enhancing the efficiency and transparency of the supply chain. Together, we can build a safer and more transparent supply chain, ensuring that every product that reaches the hands of consumers is genuine, safe, and of the highest quality.

Global meet at Drupa 24 for Authentication & Traceability professionals from around the world.

ASPA Announces Middle East & Africa Chapter to Strengthen Global Fight Against Counterfeiting

Authentication Solution Providers' Association (ASPA), a leading non-profit organization dedicated to advancing secure authentication solutions, announced its entry into the Middle East and Africa regions today by introducing its MEA (Middle East & Africa) Chapter. This strategic move, marking ASPA's 25th year of combating counterfeits, aims to strengthen its global efforts against the proliferation of counterfeit goods, which pose severe risks to consumer safety, economic stability, and intellectual property rights. Industry veteran Mr. Ranesh Bajaj will assume the position of Chairperson at ASPA's MEA Chapter.

At the global meet held in conjunction with Drupa 2024 at Dusseldorf, the ASPA governing body team organized an interaction for professionals from the authentication industry worldwide. This initiative will ensure greater cooperation between global companies regarding technology and service in the fight against counterfeiting.

Recognizing the Middle East and Africa as significant export hubs for various products, including pharmaceuticals, automotive parts, electronics, and luxury goods, ASPA acknowledges the critical importance of addressing counterfeiting issues before these products enter international supply chains. According to a recent report by the Organization for Economic Co-operation and Development (OECD), counterfeit goods account for up to 3.3% of global trade, with the Middle East and Africa contributing significantly to this challenge.

"Combating counterfeiting at the source is crucial to ensure the integrity of exported goods and protect global supply chains," added Mr. Manoj Kochar, President of ASPA. "By working collaboratively with stakeholders around the world, we can implement effective authentication measures, strengthen regulatory frameworks, and raise awareness among consumers, ultimately contributing to global economic growth and consumer confidence. Counterfeiting is a transnational threat that requires coordinated and

collaborative efforts from stakeholders across borders."

ASPA endeavors to collaborate with stakeholders including the manufacturers, brand owners, technology providers, law enforcement agencies, and policymakers in the Middle East and Africa to champion authenticity, safeguard consumer interests, and fortify legitimate businesses. The organization's strategic focus in these regions will center on research, advocacy, capacity building, and the advancement of best practices in authentication and traceability solutions.

"I am eager to lead ASPA's efforts in the Middle East and Africa," said Mr. Ranesh Bajaj, ASPA's MEA Chapter Chairperson. "We will remain steadfast in upholding ASPA's core values and mission, working tirelessly to promote authentication solutions and protect consumers in these regions. Additionally, we aim to gather more like-minded stakeholders to join us in this collective endeavor."

The Drupa 2024 meeting saw participation from over 40 delegates from Latin America, Europe, the Middle East, Africa, and India, with media covering the event. Stakeholders and industry players connected and shared insights, showing great interest in ASPA's initiatives. Notably, Mr Zbigniew Sagan, President of the International Tax Stamp Association (ITSA), also joined the meeting in an engaging session of the ASPA meeting at Drupa. ASPA and ITSA are also in touch, discussing an exciting potential collaboration. This interaction highlighted the event's success in fostering international cooperation and advancing the fight against counterfeiting.

This expansion underscores ASPA's commitment to fostering global partnerships and leveraging collective expertise in the fight against counterfeiting. The organization remains resolute in its mission to advance secure authentication solutions, promote industry best practices, and safeguard consumer interests worldwide.

In the dynamic realm of innovation and collaboration, ASPA (Authentication Solution Provider's Association) has embarked on groundbreaking collaborations, aligning with renowned organisers to fortify the industry and provide immense benefits to ASPA members. Let's delve into these exciting ventures:

- **Inter FoodTech Expo 2024** - Premier technology supplier fair for food & beverage industry scheduled from June 05-07, 2024 at Yashobhoomi (IICC), Dwarka, New Delhi, concurrent with FICCI- Annapoorna Interfood event 2024. ASPA has done a panel discussion on 6th June 2024 at Yashobhoomi, New Delhi during the event.
- **PackVision Expo 2024**– Pioneering Packaging Technologies: Future Market Events presents PackVision Expo, where ASPA is set to showcase the forefront of packaging innovations. Scheduled from June 13 to 15, 2024, in the bustling city of Pune, this event is a testament to ASPA's commitment to pushing the boundaries of authentication and traceability solutions.
- **ASIA Security Conference and Exhibition** – On July 23rd and 24th, 2024, ASPA is a proud participant in the ASIA Security Conference and Exhibition, a cutting-edge event hosted by ASIAS SECURITY GROUP SDN. This promises to be a pivotal gathering exploring new horizons in security solutions.
- **PackPlus India 2024** – India's biggest Packaging, Converting and Supply Chain event is scheduled from 22nd - 24th August, Pragati Maidan, New Delhi. ASPA is supporting the event as a Supporting Association
- **Anuga FoodTec India 2024** – ASPA's collaboration extends to the 18th edition of Anuga FoodTec India 2024, set to take place from August 28 to 30, 2024, in the vibrant city of Mumbai. Organised by Koelnmesse Pvt. Ltd., this event will showcase the latest advancements in food technology, aligning with ASPA's commitment to ensuring the

integrity and security of the food supply chain.

- **GSI India Healthcare Conference:** ASPA is the supporting partner for GSI India's upcoming Healthcare conference – 'Navigating the Future of Healthcare: From Vision to Reality', held at India Habitat Centre, New Delhi, on Thursday, September 19th, 2024.



- **CII Beauty & Cosmetics India event 2024** – Leading event for Beauty, Cosmetics & Hygiene & Personal care to be schedule on 21-23 November 2024, Yashobhoomi, New Delhi. ASPA is supporting the event as a Supporting Partner

These collaborations exemplify ASPA's proactive approach to fostering innovation, promoting security, and championing cutting-edge solutions in Food & Beverage, Beauty & Cosmetics, Healthcare, Pharmaceuticals, Packaging, Brand Security, Security Services 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 in Partnership with Techsci Research hosted a webinar on Theme: PharmaGuard: Navigating Counterfeiting Challenges in the Pharmaceutical Supply Chain; on May 17 2024

The PharmaGuard webinar was a collaborative endeavor between ASPA and TechSci Research, aimed at tackling the issue of counterfeit drugs in the pharmaceutical sector. During this event, experts shed light on the risks posed by counterfeit medications, including potential health hazards and treatment inefficiencies. Attendees had the opportunity to delve into advanced technologies like track and trace, holograms and security labelling, which enhance supply chain traceability and authentication mechanisms. Notably, the webinar fostered an invaluable dialogue among industry leaders and consumer advocacy groups, enabling them to exchange counterfeit prevention strategies and bolster supply chain security. By shedding light on the dangers of counterfeit drugs and showcasing innovative solutions, the PharmaGuard webinar equipped participants with insights to combat this pressing issue effectively. The event featured esteemed panelists, including Mr. Manoj Kochar, President of ASPA; Mr. Jijo

Raju, Associate VP at Alkem Laboratories Ltd.; Mr. Prashant Kumar Gupta, VP & CBO at Shriram Veritech Solutions Pvt. Ltd.; and Mr. Alwin Samuel, VP at TechSci Research,

veritech protecting the best brands
TECHSCI RESEARCH from NOW to NEXT
ASPA Authentication Solution Providers' Association
Diverse technologies, common goal

PharmaGuard

Navigating Counterfeiting Challenges in the Pharmaceutical Supply Chain

17th May, 2024 (Friday) | 14:00-15:15 PM IST

Introducing Our Panelists

Introducing Our Moderator

Mr. Manoj Kochar
President
ASPA

Mr. Jijo Raju
Associate Vice President
Alkem Laboratories Ltd.

Mr. Prashant Kumar Gupta
Vice President & Chief Business Officer
Shriram Veritech Solutions Pvt. Ltd.

Mr. Alwin Samuel
Vice President
TechSci Research

who moderated the discussions. Veritech served as the sponsor for this insightful event.

“We believe that a multi-faceted approach is essential to combat counterfeiting,” said Manoj Kochar, President of ASPA.

ASPA welcomes our recently joined members:

ZIRCON
Technology & Innovation at work

 **Vinayak Ultraflex Pvt. Ltd.**
AN ISO 9001-2015, 22000:2005 & NATIONAL AWARDED COMPANY


Reifenhäuser
INDIA MARKETING PRIVATE LTD.
That Extra Mile!



The Seal of Genuineness

HOLOSTIK
Authenticating Supply Chains, Securing Lives



High Security Optashield OVD



High Security Smart Labels

Holostik

the go-to name for brand protection solutions!

30+ years of earning love & trust of brands worldwide



ANTI-COUNTERFEITING PRODUCTS

- Security OVDs (Holograms)
- Security Labels
- High Security 3D Speciality Labels
- Holographic Shrink Sleeves



HOLOGRAPHIC PACKAGING

- Holographic Folding Cartons
- UV Embossed Folding Cartons
- Holographic & UV Packaging Films
- Holographic Wads / EPE Liners



DIGITAL SUPPLY CHAIN SOLUTIONS

- Product Authentication
- Track & Trace
- Warranty Management
- Warehouse Management

and many more...



Centers at Strategic Locations



Satisfied Customers



Members Workforce



Manufacturing Facilities



Countries Globally

Holostik India Limited

+91-9905-124-124

marcom@holostik.com

www.holostik.com

#holostik

Follow us on: