

ASPA Elects New Governing Body

Aimed at promoting authentication solutions to fight fakes, the association has more than 50 members protecting more than 15,000 brands globally.

New Delhi, 2nd August 2017: The Authentication Solution Providers' Association (ASPA) announced the newly elected Board of Members at its 17th Annual General Meeting which was held on 29th July 2017 at Hotel Holiday Inn, GOA.

Joining the board for two-year terms are;

Umendra Kumar Gupta, CMD of Holostik India Ltd

Arun Agarwal, CEO of Kantas Track Pack India Ltd

Luv D. Shriram, Director, Shriram Veritech Solutions Pvt Ltd.

Nakul Pasricha, President & CEO, Pharma Secure PAS India Pvt Ltd.

Deepak Gupta, Director, Shree Lamipack Pvt Ltd.

The newly elected Board held its first meeting later in the day, where the group elected Umendra K Gupta as President. In recognition of his ongoing efforts, experience to promote the Authentication industry in India, the board member has unanimously elected Umendra K. Gupta, CMD, Holostik India Ltd, as President of the ASPA consecutively in second time. He is the only Indian to receive the coveted **"Brian Monaghan Award"** for Business Innovation from International Hologram Manufacturers Association for his outstanding contribution to the development of the hologram industry.

The Board elected Arun Agarwal as Vice-President & Luv D Shriram as General Secretary & Treasurer. The board members also invited Shobhit Arora, MD, Giriraj Foils Pvt Ltd and Gaurav Sathaye, Director, United Speciality Inks Pvt Ltd as two additional co-opted members fulfilling the diversification of representatives at the Board.

While addressing the gathering, Mr. Gupta, said, "The Association has ongoing campaigns like Make Sure India & Brand Protection Awareness across India. This is a part of its effort to promote the importance of Authentication solutions against counterfeiting and we are committed to take it to next level in upcoming years. Today, nearly every industry such as Pharmaceuticals, FMCG, Automotive and others face the menace of dealing with counterfeiting. Our Government seems to be

proactive on taking a holistic approach to consumer protection and public welfare. ASPA as an industry body is aligned to support them in protecting brands and safeguarding consumer interest and our member companies are fully geared up to help industries meet this challenge," he added.

Meanwhile, Arun Agarwal, the Chief Executive Officer of Kantas Track Pack India Ltd. expressed his pleasure on being elected as the ASPA vice-president. He said, "I'm thrilled and honoured to be elected as Vice-President of this distinguished association. With the present ASPA team, I look forward to working with the Board and members to deliver on our core objectives of support, education and advocacy in the development of standards and the promotion of authentication solutions.

Photo Caption:

From left to right: Gaurav Sathaye, Deepak Gupta, Umendra K Gupta, Arun Agarwal, Luv D Shriram, Nakul Pasricha & Shobhit Arora.

About ASPA:

The **Authentication Solution Providers' Association (ASPA)** is a self-regulated, non-profit organization of authentication solution providers. Formed in 1998 with the objective to curb counterfeit product in various sector, it is the only association of its type in the world primarily focused on the adoption and advancement of authentication technology and solutions for brand, revenue and document protection. As an industry body of authentication solutions providers, ASPA encourage its members to adopt best practices, standards and usage of advance technology in providing cost effective anti-counterfeiting solutions against counterfeiting. ASPA members protect over 15,000 brands worldwide through the identification of genuine products and documents. ASPA works closely with global authorities such as the International Hologram Manufacturers Association (IHMA), Counterfeit Intelligence Bureau (CIB) and Interpol, as well as industry bodies in India such as FICCI CASCADE, CII, ASSOCHAM, Indian Beverage Association (IBA) and Indian Institute of Packaging. Recently, two ASPA members were also appointed to represent Asia on the IHMA Board. For more visit www.aspaglobal.com