

ASPA EXTENDS IT CONSUMER AND INDUSTRY CENTRIC CAMPAIGN "MAKE SURE INDIA" IN MADHYA PRADESH

- *Announces launch of Brand & IPR protection workshop, empowering government, industry and consumers.*
- *Generate awareness amongst stakeholders for need of fighting counterfeiting specially in **Auto, Pharma, FMCG, Excise Revenue, Electronics and etc.***

Indore, July 12, 2017: The **Authentication Solution Providers' Association (ASPA)** is the world's first and only self-regulated non-profit organization that represents the entire authentication solutions industry globally. ASPA today announces the extension of its industry and consumer centric "Make Sure India" campaign to Indore, Madhya Pradesh and kicked off the brand protection & IPR awareness across the country. Today, its member companies are already protecting more than 15,000 brands globally.

At this occasion, **U. K. Gupta, President, ASPA** said, "It's been more than two years, we are running the campaign "**Make Sure India**" and this is the extension of the same campaign in the form of workshop for and I am very happy to announce that we are flagging it today from Indore.

Our objective is to spread the awareness not only to the brand owners but also to the end consumers who is paying for original and buying fakes at the cost of their health. Today, "**Made in India**" product have great opportunity in India and overseas market. However, with the increase of counterfeiting in various sectors, there is a constant need to ensure that these "Made in India" label products are of highest quality, genuine and secured till its deliver to the end consumer. We offer the various authentication solutions which will ensure that "Made in India" label products are of highest quality and can be easily identified as genuine products by brand owners, Government authorities and consumer by large with the help of IT and digital solutions such as mobile app, SMS and web based applications. Further, the adoption of authentication solutions will help these sectors in combating counterfeiting and ensuring the high revenue growth which will contribute to the country economy".

Speaking at the occasion, **Chief Guest, Mr. Anshul Mittal, Chairman Madhya Pradesh State Council, CII said**, "Counterfeiting is serious issue and we must come together to take up this challenge. Not only it impacts industries, businesses, government revenue, but also, impact health and life to the maximum extent." As industry representative, Indian industry, especially MSME sector has tremendous potential for growth and opportunity in exports and expected to increase up to 50% by 2017. It's critical for MSMEs to step up their innovation drive to gain a larger share of the global markets and become more responsive to the emerging global market trends. For this, they need to understand the integrity of brand protection & Intellectual Property Rights (IPR).

According to **Nakul Pasricha, Vice-President, ASPA**, "Counterfeiting activities in India are increasing at an alarming rate. While they impact every sector, the severity is higher in specific industries such as FMCG, Pharmaceuticals, Automotive components and tobacco. The problem in India is not limited to a few cities or regions, and henceforth, we have designed this campaign which will spread across the country."

Our industry can help Government in plugging these loopholes. A brand owner that employs an authentication solution is likely to increase his business by cutting down the counterfeiter's share. This increased business will consequently bring in more revenue to the exchequer in form of higher collection of taxes and duties. It is a well-known fact that money earned from counterfeiting is often used to fund transnational criminal activities. Therefore, reduction in counterfeiting will lead to curtailment of such criminal activities also. Plugging counterfeiting can help Government in increased tax revenue approximately INR 26,190 crore which is currently goes to counterfeiters and to black economy. There are proven studies that adoption of authentication solutions can help curb this menace, minimize black money as well as increasing tax revenue.

Highlights - A compact display area near the conference also cover a host of new age digital and physical authentication solutions such as Tamper Seal, Tamper Evident Label, Security Hologram, Security Label, Tax Stamps, Void Tamper Films, Track and Trace Solutions, Anti-Copying Solutions, IT based Authentication solutions, Holographic Shrink Sleeves, RFID Labels, Security papers and fibres, Taggants among other viable solutions for the Indian market.



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 International Hologram Manufacturers Association (IHMA), FICCI (CASCADE), Counterfeit Intelligence Bureau (CIB) etc. etc. For more visit www.aspaglobal.com