



NEWS RELEASE

HOMAI Actively Participate at Anti-counterfeiting and Packaging Technology Conference 2012

- *Mr. Nityanand Shenoy, Vice-President of Hologram Manufacturers Association of India represent the association by being prominent speaker*
- *HOMAI highlighted the current issues and challenges along with the solutions to fight against counterfeiting and many more.*

New Delhi, September 26, 2012: Nityanand Shenoy, the Vice-President of Hologram Manufacturers Association of India and President & Managing Director, PRS Permacel Pvt Ltd, will be speaking at the Anti-Counterfeiting and Packaging Technology Conference, taking place at Mumbai, India on October 18-19, 2012. .

He will be speaking on “**How Brand Owner Can Integrate Brand Protection into their company culture to reduce the risk of counterfeiting**”. His presentation will also analyse the various technologies and practices adopted by brand owners for successful anti-counterfeiting program and new development by ISO on authentication standards.

According to Mr. Nityanand Shenoy, Vice-President, Hologram Manufacturers Association of India (HOMAI), said: Packaging can be an important key to anti-counterfeiting measures by brand owners. As brand owners continue using packaging as an important vehicle to strengthen brand identity and share their sales messages, there is equal concern of counterfeiting—a significant global problem worth approximately \$1.65 trillion globally.

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a) About HOMAI

HOMAI is world second and Asia's only association representing holography. It is a not-for-profit organisation working to stimulate the understanding, adoption, use and widespread application of holographic technology. Established in 1998, it consists of India's leading producers and converters of security holograms for anti-counterfeiting, brand protection, packaging, graphics and other commercial applications around the world. Today, HOMAI member protect more than 10,000 brands and helping various industry organisation, states & central government's department in protecting tax revenue and providing authentic solutions to consumers.

b) About Security holograms & OVDs

Security holograms have become powerful & most effective tools in the prevention of counterfeiting of documents, labels, seals, tags, cards and packaging and a part of a rapidly global security industry's armory. Security hologram offers a wide variety of overt, covert and forensic feature which can be matched to different levels of security requirements, from those used in relatively low-cost commercial applications such as packaging, tags, labels, to a more sophisticated security method of protecting currency. They are used by various sectors as they provide them and consumer a solution to differentiate fake vs. genuine product.

c) Anti-counterfeiting and Packaging Technology Conference 2012

The Conference will focusing completely on Anti counterfeit packaging technologies and laws pertaining to India the Conference . For more information visit, contact the conference office at +91 22 42365959 (or via email at sai@astuteforums.com or visit www.astuteforum.com.

d) About Speaker: Mr. Nityanand Shenoy is the Vice-President of HOMAI, Secretary of IIM Alumni Association Mumbai Chapter and Managing Director of PRS Permacel Pvt Ltd. He is a B-Tech (Mechanical Engineering) from NIT, and MBA (marketing and Finance) from IIM-Bangalore.

He has experience of more than 25 years in various organisation including PRS Permacel, Johnson and Johnson, Godrej and Boyce, Micro-Bosch.

Mr Shenoy is a well-known figure in the brand protection industry in India and has been a speaker in this area at many domestic and international forums. He is also well known in the printing industry, especially in the area of automobile graphics. In addition, Mr. Shenoy is the joint holder of many technical patents in the area of brand protection and printing.

For more information, please contact:

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