



NEWS RELEASE

Hologram securing tax revenue, curbing illicit liquor *Helps Chhattisgarh State Excise to increase revenue*

New Delhi, April 3, 2012: Illicit liquor trade poses a serious threat to government, socially as well economically. Excise duty which is an important source of revenue is continually under threat from the practice of illicit trade. Considerable amount of money which could be used to benefit the government services of a country are being diverted to the pockets of criminals participating in illegal trading. In addition, the illicit trade in liquor poses a serious threat to consumer health. In 2011, more than approximately 200 people died in different states (*including state having total prohibition*) due to various hooch tragedies.

This makes it clear that providing authorities and consumers with the ability to recognize counterfeit & illicit liquor is of vital importance.

To counteract it, some State governments have implemented holographic excise adhesive label (HEAL) as part of their anti-counterfeiting strategy. In India, more than 17 States including UT are using holographic excise adhesive label. Chhattisgarh is using hologram since 2005. It has help State in minimising hooch tragedies, curbing illicit liquor, helping enforcement people in differentiating fake vs. genuine liquor and simultaneously increasing state excise revenue.

Year	Rs in crores	Increase in %
2005-06	634.00	38.45
2006-07	706.81	11.48
2007-08	843.10	19.28
2008-09	964.10	14.35
2009-10	1187.72	23.19
2010-11	1506.44	26.83



The fact is that, States using hologram are earning more revenue in comparison to state not using any kind of technology. *For example the state using holograms are earning more revenue. In 2010-11 the revenue earned by Tamilnadu and Uttar Pradesh excise was Rs. 8115 crore & Rs. 6725 respectively, **while States which are similar in capacity to population and size such as Maharashtra & West Bengal only able to peg Rs 5800 crore, Rs 1770 crore much behind.***

The fact is that hologram provides an important role for visual authentication to differentiate fake liquor bottle from genuine, for both enforcement authorities and individual consumers. Hologram is the only solution which can provide three layers of authentication layers such as overt, covert and forensic features.

Complete list of States / Union territories already using hologram & recently started hologram

Tamilnadu	Delhi
Chhattisgarh	Pondicherry
Madhya Pradesh	Uttarakhand
Rajasthan	Punjab
Orissa	Himachal Pradesh
Uttar Pradesh	Haryana
Sikkim	Karnataka
Meghalaya	Kerala
Andhra Pradesh	Jammu and Kashmir*
	Jharkhand*

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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 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.

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 an solution to differentiate fake vs. genuine product.

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