



The Seal of Genuineness

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The Holostik Times

Creating A More Secure World Digitally

OCT- DEC, 2019

03 ISSUE 03 VOLUME

THE BENEFITS OF HOLOSTIK'S INVENTORY MANAGEMENT SYSTEM



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SPOT DIFFERENCES
BETWEEN FAKE.....

#holostik



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As we enter the new year with enormous zeal and aspirations, I believe it will bring new avenues of success and countless moments of happiness for all of us.

In the year 2019, Holostik kept up the pace with the growing demands of the anti-counterfeiting business and continued its glorious journey.

We received commendations from renowned organisations like ALPS (Association of Label Printers and Suppliers) and LMAI (Label Manufacturer Association of India). In addition, we received prestigious awards like CII Industrial Innovation Award, ICICI SME Elite 50 and Cobra Award for outstanding contribution of exceptional order in anti-counterfeiting.

Continuing our legacy of previous years, we participated in major events and exhibitions like Label Expo-Europe, ASPA's Authentication Forum, Propak India, CPhI-PMEC and many more.

As a cherry on the cake, Holostik was featured in India Today's 44th-anniversary issue. The interesting piece covers the rise of second-generation business leaders at Holostik and how it helped in multiplying the revenue 6X over the last decade. You can read our exclusive coverage in this edition.

The current issue of newsletter caters to the diverse readers and has topics, facts and figures of their interests. We hope to receive valuable feedbacks and suggestions from you so that we can further improve and exceed your expectations.

Thank You



Umendra Kumar Gupta
Chairman and Managing Director
Holostik Group



THE APPAREL AND FASHION INDUSTRY

The shadowy business of counterfeiting has grown to become a global industry of around \$1.2 trillion. Apparels and fashion are among the many industries facing the problem of fake products.



Every year, huge number of counterfeit apparels and fashion items are seized by authorities across the world.

According to trade reports, "the market for counterfeit clothing, textiles, footwear, handbags, cosmetics, and watches, alone, amounted to a whopping \$450 billion – and is growing – as of last year."

Fake apparels and fashion items are being sold in large numbers at retail outlets and on e-commerce platforms.

From fake Adidas pullovers to Louis Vuitton bags, Nike sneakers to Supreme winter gear the list seems endless.

Some of the major factors which have contributed to the growth of counterfeiting in the apparel and fashion industry are as follows:

1. Rise of consumerism and technology.
2. The rising trend of knowingly buying fakes.
3. Lack of regulations by the government.
4. Lack of awareness related to fake products.

Let's have a look at some facts and figures related to counterfeit apparels and fashion items.



Clothing and footwear top trade in fake goods.

(Source: OECD)

Fakes are costing Europe's fashion industry 10% of its sales and thousands of jobs.

(Source: QZ.com)



Counterfeit fashion goods cost European brands the value of 9.7% of their total sales every year.

(Source: Dotnice.com)

Counterfeit fashion accessories can cause skin allergies.

(Source: WEB)



HOW QR CODES CAN PLAY AN IMPORTANT ROLE IN THE PREVENTION OF COUNTERFEITING



Nowadays, QR codes can be seen everywhere. You can find them on the packaging of food items, consumer electronics, business cards, presentations, websites, etc. People and organizations use them to store and disseminate different kinds of information, product authentication and for implementing a gamut of supply chain management solutions.

Back in 1994, in Japan, Denso Wave a subsidiary of Toyota developed the first QR code in order to track the manufacturing process of its vehicles and parts. Since it was developed to allow for fast decoding speeds and thus got the name 'Quick Response' code. These codes are advanced versions of the previously popular barcodes. However, QR codes have the capability of storing a large amount of information and take a comparatively smaller area for printing.

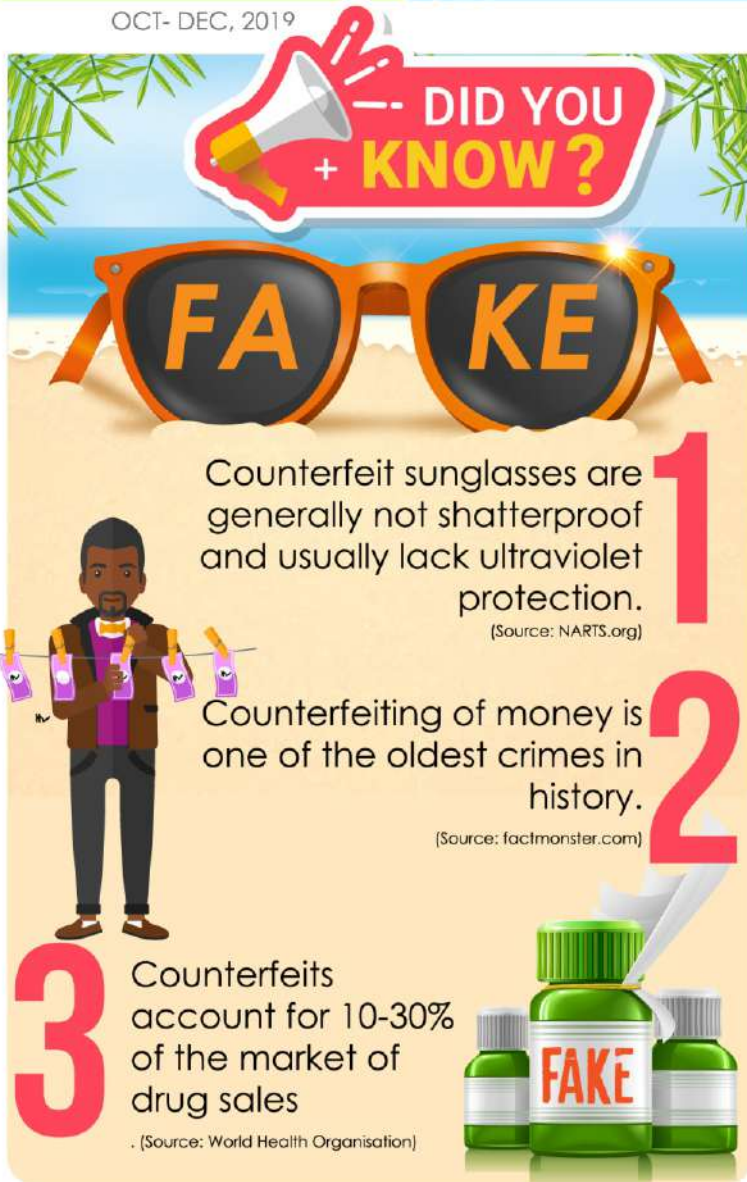
Just like a barcode a QR code stores information in a machine-readable optical label. The data contained by a QR code can include anything right from simple text, to e-mail addresses, to phone numbers and much more. The data stored in QR codes is in the form of black dots and white spaces which is arranged in a square grid. These patterns are scanned and translated in readable information for humans with the help of an imaging device like a camera or a scanner.

Today, organizations across the world use QR codes for not just storing information but also for product authentication and tracking. In times, when counterfeiting is on the rise and has become a multibillion-dollar business securing supply chain from the threat of counterfeiters is most important.

For this, a unique QR code is assigned for every individual product and also for the product pallet. While moving through the supply chain the product is scanned at different levels which not just authenticates the product but also updates the database of the system. Through this mechanism, a manufacturer can track the location of his or her product in the supply chain. Similarly, for the end consumer, a simple QR code scan determines the genuineness of the product instantly.

Holostik provides customized QR codes integrated with security labels and holograms. This provides double-edged security to the product against any possible form of counterfeiting. The QR codes not just help in product authentication but also provide access to large number of supply chain management solutions.





DID YOU KNOW?

FAKE

1 Counterfeit sunglasses are generally not shatterproof and usually lack ultraviolet protection. (Source: NARTS.org)

2 Counterfeiting of money is one of the oldest crimes in history. (Source: factmonster.com)

3 Counterfeits account for 10-30% of the market of drug sales. (Source: World Health Organisation)

SCREEN IT YOURSELF!

INSTRUCTIONS TO RECOGNIZE A COUNTERFEIT BURBERRY SCARF WITH 5 STRAIGHTFORWARD CHECKS

01. CHECK THE PRICE

Maybe the most evident marker of genuine Burberry scarves is just the amount they cost. Genuine Burberry materials are of the most elevated quality and are delivered with outrageous care. The cost ought to dependably mirror this.

Genuine scarves cost between \$175 to \$500.00. If you've chanced upon a scarf that is fundamentally less expensive, it should raise a few eyebrows.

02. CHECK THE TAG

The label itself is additionally a decent marker to search for validity. Every official tag will highlight a firm and equally printed "Burberry" on the front, and within ought to contain data including the materials, item number, style of scarf, the shading, and the size.

In the upper left corner of a Burberry scarf tag, you can see the equestrian knight logo, and envisioned to one side of this picture there is a square piece that delineates the example and style of the scarf. Under these pictures, you can see a rundown of the trademarks and copyrights, and afterwards, you'll see a sticker containing the name and item data of the specific thing.

03. CHECK THE MARK

A legitimate Burberry scarf will have a sewn-on name that is uniformly sewn onto the texture on both rights and left finishes. The centre won't be connected, making a circle of texture.

Focused amidst this rectangular name, "BURBERRY" will be seen in capital letters that are of equivalent stature.

Numerous scarves will have the detail "London" sewn someplace underneath the brand, and most will likewise incorporate where the item was made. The text styles of these area points of interest may shift a little with each scarf, they will either be sewn in a similar standard Burberry textual style, or in a more slender and cursive style.

Even though most Burberry scarves are made in England, Scotland, or France, the incidental one may originate from an industrial facility found somewhere else, so don't discount one too rapidly to have "Made in China" on the tag. Burberry has processing plants all through the world including China, Poland, Romania, India, Spain, Italy, England, even some in the US.

04. CHECK THE LOGO

The official image of the organization is an obviously printed "Equestrian Knight" character that appears on the tag of each scarf sold. Customarily, knockoff scarves will endeavour to pass a scarcely unmistakable version of this logo, so you must make a point to analyse the picture deeply. This knight will be left confronting and within the paper tag. It ought to be printed obviously and focused with no smirched edges.

Always buy a Burberry scarf from an approved retailer, it will probably come moved up in a thick canister with a bow and this Equestrian Knight logo decorated on the front in gold.

05. CHECK THE FONT

The textual style of all Burberry items may be the absolute most ideal approach to sniff out a knock-off. Each time "Burberry" is composed of the scarf, its labels, or bundling, the text style ought to dependably be the same, and the letters ought to be promoted.

Genuine Burberry R's will have pointed edges that take after a bike's kickstand, and the trail will twist marginally outwards. If the letters on the Burberry scarf being referred to are honest without any edges or pointed edges, there's a decent possibility it's phoney.

The benefits of inventory management system from Holostik

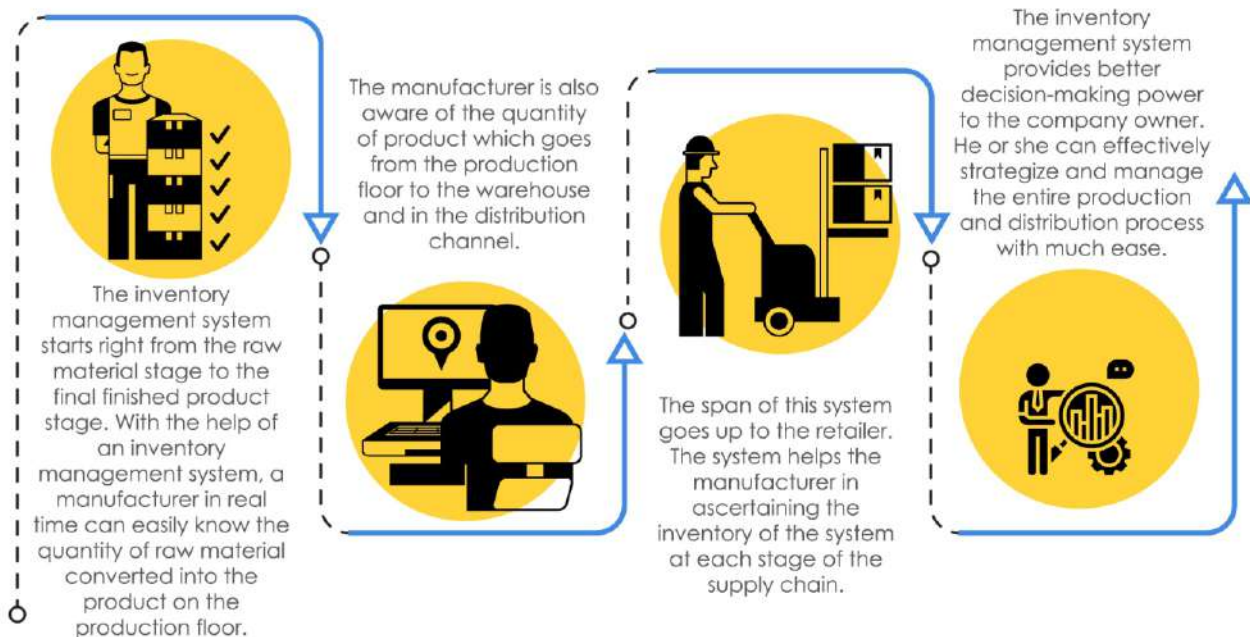


Inventory management is the management of stock and inventory. It is an important part of supply chain management and includes different aspects such as controlling and supervising inventory, storage of inventory and controlling the amount of product for sale.

Inventory management is important for the success of a company. It helps the organization to effectively manage its cash flows, monitor its production, manage its raw materials and assess the quantity of the end product to be supplied for the end-consumer.

Today, Holostik is not just known as a leader in providing cutting-edge anti-counterfeiting solutions but is also known for providing IT-enabled supply chain management solutions. Among a long list of IT-enabled solutions, Holostik caters customised and robust inventory management solutions. Before providing the inventory management solution to its client Holostik deeply researches and studies different aspects of the client's supply chain. Only after many rounds of brainstorming sessions, Holostik provides an exclusive customised inventory management solution to the client.

Now let's understand the process of inventory management system through the following steps:



Best tips to spot differences between fake and genuine products



Recognize the item by observing the stitching. If it is not smooth or is deviated than it's a counterfeit.

01



Genuine items have better nature of texture. The low quality nature of the counterfeit ones can be seen by feeling the texture!

06



Unique items have genuine leather, while the counterfeit ones can have a material called 'Rexine', a lower nature of calfskin which is fleeting!

02



Make sure the spelling and composing on labels, marks and assurance cards is right. Getting an assurance card doesn't generally ensure a genuine product.

07



Zipper of the real product are smooth and of better quality compared to the one found in counterfeit.

03



Price tags of genuine items have the costs printed and not stamped. Likewise, the unique barcodes on them interface back to the brands' systems when scanned.

08



Buttons in an original item will have the brand name engraved on it, while the counterfeit ones have just the normal buttons!

04



There is a universe of distinction in the packaging of genuine items and that of the counterfeit ones. You can without much of a stretch detect different layering of sheets in which the item is stuffed!

09



It is difficult to detect the counterfeit by seeing a logo in one one go. However looking it closely will give you enough hint.

05



The chronograph dials in a counterfeit watch normally don't work which isn't the situation in original ones.

10

India is a fast-growing economy, consistently ranked as the most attractive global market, and family businesses play an important role in its growth. For Ankit and Shobhit, next-generation leaders of the Holostik Group, it started with understanding what the first generation had created and then envisioning a new future.

The Holostik Group

In 1978, Mr. U.K Gupta founded the Ukay Group during the era of Licence Raj when capital was available to few. Owing to his team's relentless efforts, the group found early success in roto-moulding business 'Polywell'. In 1991, he found his true calling when he established Holostik, India's first security holograms manufacturing company. Today, this company is one of the largest firms in its domain globally, with a presence in more than 90+ countries.

One of the first changes Ankit and Shobhit brought when they joined the family business around 2007 was to rename Ukay Group to Holostik Group after its anti-counterfeiting vertical. Their logic: the company had become larger than one individual by then. Between them, they are alumni of Harvard, UCLA, IIM-A, Richard Ivey and DCE; and place high importance on family values. "It's not about just inheriting a business; it's about inheriting values and ethics. The roots of our business approach lie in the strong principles of our father," says Ankit. "He has always taught us that it's not just about making money but about making money the right way" Shobhit adds.

Systems and data-driven decision-making

To streamline information flow and decisions, Holostik implemented a world-class IT architecture complete with ERP, CRM and BI tools. "When you are small, the entrepreneur knows and controls it all; but as you grow, it becomes vital to implement processes, establish accountability. Decision-making today at Holostik is a maximum of 51% gut!" says Ankit.

A culture of performance

"As employers, we consider it our responsibility to ensure that our

employees are rewarded aptly for their efforts and hence we created a transparent performance rating system. Today, we schedule inter-department trainings and technical workshops across our 750+ member workforce," explains Shobhit.

Transformation

"One of the biggest struggles I went through was to make everyone realise that transformation is a constant process, and that one should change when they least want to. It's a long and, at times, frustrating process especially as you are trying to change mindsets of your own people," says Ankit. "But today when I look back, it's nothing but pure satisfaction."

Ahead of the curve

Since inception, Holostik has believed in staying ahead of the curve, taking risks and adopting newer technologies to create latest offerings for their customers. This meant building their product portfolio from holograms to security printing and to GS1-enabled track & trace, digital product authentication and supply chain visibility.

"To be able to focus on new products, we had to refine our development cycles. We identified how to move from being product producers to a solutions provider," explains Ankit.

Diversification—vertical and horizontal

Under Shobhit's leadership, the group has leveraged its technology by entering new markets and increasing presence from about 15 to more than 90 countries today. The group truly became global after establishing the first hologram manufacturing plant in the Middle East at Dubai under the brand 'Holoprint'. "It was tough but very exciting, going to a new country, understanding the laws and starting production from scratch," says Shobhit.

"As a second-generation entrepreneur, I believe in being a portfolio manager. I had always heard from my father about business cycles and hence considered diversification as important," says Ankit. "I had heard a billion-dollar business founder say: 'Business is not about taking risk but de-risking it' and this has really stuck with me."



Ankit Gupta
Director - Strategy & Growth
Holostik

Shobhit Gupta
Director - International Business
Holostik

HOLOSTIK 2.0

WITH POWER COMES RESPONSIBILITY

Chronicling the rise of second-generation leaders in an emerging Indian enterprise

GROUP REVENUE: 6X IN 10 YEARS

As a diverse market, India will benefit from such innovations by its business leaders. And if we are to take the Holostik Group's young and electrifying energy as an example, the future lies in safe and responsible hands!



As Director of Strategy and Growth, Ankit initiated a strategic diversification plan. In 2008, he co-founded United Multichem—distributor of essential oils that has grown to become a dominant player in products like camphor and clove-oil in the market. The same year, the group launched a hospitality business with a franchisee of Mocha. After four years of successful operation, Ankit decided to exit the venture at the right time as the dynamics of that micro market were changing. Aiming to create green and sustainable developments around NCR, Ankit launched the formal real estate wing of the group with its first project "ThinkNext Village", a student housing complex in Greater Noida. To support entrepreneurship and innovation, the group partnered with Ashoka University, Indian School of Business and Microsoft to establish AIM Smart City Accelerator.

Recognition all the way

The company has won more than fifty awards for innovations and growth as a responsible enterprise. Holostik's R&D unit has recently been recognized by the Department of Scientific and Industrial Research (DSIR), Government of India.

It became the first anti-counterfeiting company in India to receive the CMMI Level 3 certification for its software development division. Holostik received ICICI Bank's 'SME Elite 50' and Axis Bank's 'Top 100 SMEs of India' awards in 2019 and 2018 respectively to name a few.

Future

As part of their researched growth plan, the group is venturing into biodegradable packaging with their brand 'MyGreen' which will manufacture starch-based, eco-friendly alternatives to plastic bags.

INDIA TODAY

44th ANNIVERSARY ISSUE

30th Dec, 2019



Holostik showcases its solutions at five exhibitions in the month of November

- 7-8 Nov** New Delhi, India: The Authentication Forum
- 7-9 Nov** Lucknow, India: 9th Edition AgriFest 2019
- 14-15 Nov** Gurgaon, India: INTERNATIONAL CROP-SCIENCE CONFERENCE & EXHIBITION
- 15-17 Nov** Andhra Pradesh, India: RICE TECH EXPO
- 26-28 Nov** Greater Noida, India: CPhI India P-mec

Holostik one of the global leaders in anti-counterfeiting solutions showcased its range of products at five different exhibition across India in the month of November. The exhibitions were held throughout the month and catered different industries. Let's have an overview of Holostik's participation and presence in the five events.

ASPA's Authentication Forum: Considered as one of the biggest events on anti-counterfeiting and brand protection, the forum took place from 7th to 8th November 2019 at The Lalit New Delhi. Holostik showcased its wide range of anti-counterfeiting solutions at its stall at the event. A large number of delegates visited the stall to witness the features and implementation of anti-counterfeiting solutions.

AgriFest Lucknow: This exhibition was a great event for drawing the entire farming community to hold discussions for the growth of the agriculture sector. Holostik showcased its advanced anti-counterfeiting and smart packaging solutions for the Agro-industry.

International Crop Science Conference and Exhibition: Holostik participated at the two-day conference and exhibition that witnessed participation of some of the biggest players of the agriculture industry. Holostik showcased its finest product line and solutions for the agro companies.

Rice Tech Expo: Held in Kakinada Andhra Pradesh Rice Tech Expo is a meeting ground for food grain processing equipment manufacturers, suppliers agents, millers and end users in the Rice & Grain processing sector. Holostik showcased its range of anti-counterfeiting products and solutions at the event.

CPhI India: Holostik displayed its wide range of packaging, labelling and anti-duplication solutions at CPHI P-MEC India 2019. The three-day exhibition took place from 26th November to 28th November 2019 at the India Expo Centre & Mart in Greater Noida. The event was visited by important decision-makers and specifiers from the top and middle management of the pharmaceutical and allied industries.

Holostik felicitated with the CII Industrial Innovation Award 2019

Recently, Holostik one of the leaders in anti-counterfeiting and supply chain solutions was felicitated with the prestigious CII Industrial Innovation Award 2019 on 18th December at Hotel Ashok, New Delhi.

Holostik made its way to the Top 25 innovative companies from among numerous entries.

The awards provide an opportunity to companies to shine and be known nationally and internationally for their innovative products and services. In the last five consecutive years, these awards have established themselves as one of the most coveted innovation awards in the country.

Holostik was selected for excellence in R&D of advanced anti-counterfeiting solutions. The anti-counterfeiting company has until now catered more than 10,000 customers in 90+ countries worldwide.

The awards were given after rounds of stringent analysis by the CII's jury. With one more award in its parcel Holostik has reached to new heights of industrial innovation and excellence.

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UPCOMING EVENTS

Holostik Conclave-2020

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