



The Seal of Genuineness

# The Holostik Times

Creating A More Secure World Digitally

JANUARY-MARCH, 2018

03 ISSUE 01 VOLUME

**HOLOSTIK  
RANKED IN  
THE LIST OF TOP**

**25**

**MOST TRUSTED  
MANUFACTURING  
COMPANIES**

**IN INDIA  
BY**

**The CEO Magazine**

**INDIA**



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The Alluring deals of Counterfeiting!



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The Counterfeit Food Items That We Consume Everyday



#holostik





**A**nother financial year comes to an end, and I must say a great one!

The anti-counterfeiting and the packaging industry witnessed tremendous positive changes in the year 2017 and the industry evolved more than expected.

Holostik kept up the pace with the growing demands of the anti-counterfeiting business and continued its glorious journey to combat the precarious counterfeiting by launching new anti-counterfeiting products and solutions.

With great pleasure, I'd like to share with our ardent readers that Holostik was ranked among the 25 most trusted manufacturing companies in India by CEO magazine India recently.

Also, Nanotech Security Corp., the main pioneer in the exploration, creation and generation of cutting-edge security items for the counter forging market and Holostik India Limited entered into an agreement for the distribution of Nanotech's KolourOptik® nano-optic picture and colour shifting optical thin film ("OTF") items in India.

The supply and permit understandings followed months of trials after which Holostik was appointed as Nanotech's approved wholesalers and converters for the non-banknote market in India for an underlying time of three years.

With this agreement, Holostik will reinforce as India's driving suppliers of security items that anticipate forging and give the brand and products integrity.

The Financial year 2017-18 was extremely kind to us and we hope the next to be nothing but better!

Umendra Kumar Gupta  
Chairman and Managing Director  
Holostik Group



## Counterfeiting in FMCG industry

The Fast-Moving Consumer Goods (FMCG) segment is the fourth largest sector in the Indian economy and is estimated to grow from US\$ 30 billion in 2011 to US\$ 74 billion in 2018. Broadly classified into three categories- Packaged Food or Food & Beverages, Personal Goods and House Care Products, food products are the leading segment, accounting for 43% of the overall market.

According to industry reports, Fast-moving consumer goods (FMCG) industry is the worst affected industry due to counterfeiting which accounts for over 30% of business revenues.



### Factors driving the illicit trade in FMCG sector

- 4 A large unorganised sector in the packaged food industry
- 3 Weak regulatory and implementation mechanism
- 2 The high price of branded and premium products
- 1 Huge income disparities creating a market for cheap alternatives to the branded and premium products among the low-income population.

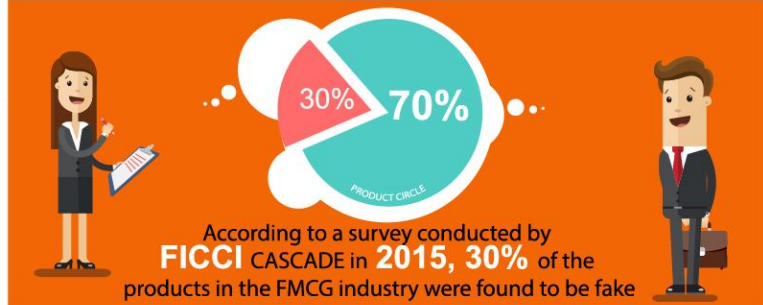


(Source: The Authentication Times, Issue 29, Times of India, FICCI report)

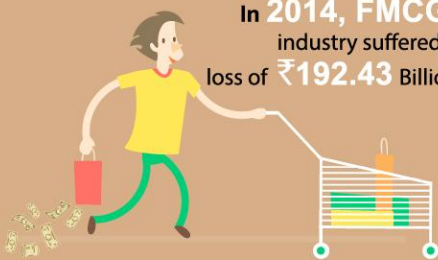


### FMCG industry

According to **IBEF**, the **FMCG** industry is expected to grow at a CAGR of **14.7%** to **\$110.4 Billion** during **2012-2020**



In **2014**, **FMCG** personal goods industry suffered an estimated loss of **₹192.43 Billion** due to grey market



Source: Report titled "Emerging Challenges to Legitimate Business in the Borderless World" by FICCI CASCADE



## The Alluring deals of Counterfeiting!

Deceptive and Non-deceptive counterfeiting



Counterfeiting is everywhere and expanding! A major key to combat counterfeiting is by understanding why people buy them.

Two types of counterfeiting exist. One is Deceptive counterfeiting that takes place where the consumer is unaware that they have purchased a counterfeit product. The second and more harmful is Non-deceptive counterfeiting where the consumer willingly buys counterfeit products.

In this story, we will deal with the latter type of counterfeiting i.e. non-deceptive counterfeiting. We all blame the lawmakers for not coming out against counterfeiters. But for that, they need to know that why the demand exists? The consumption of counterfeiting is a complex activity and requires a deep understanding and research of the causes that need to be understood.

Many studies have been conducted as to why people buy counterfeit brands and the types of people who are buying them willingly. It was observed that people who have little or no regard to law go for counterfeited products. Also, there are many people who keep negative attitudes toward big businesses, genuine brands and unfair prices. Last but not the least, sadly there are many who cannot afford genuine products and pamper themselves with the fake or cheap replicas of designer goods.

Counterfeits are also appealing to those people who want to show-off their status, but do not have the required funds to do so with genuine products. The major reason for the usage of counterfeits is that there exist no stringent laws for the manufacturing and use of counterfeits. The easy availability, pocket-friendly prices and affordability are the main reasons for the popularity of counterfeit products.

The major reason is quoted that people find it difficult to distinguish originals from the fake and end-up buying cheap replicas of the genuine products. But, it is found that people who have previously bought counterfeit goods believe that they are as good as genuine products, and this encourages them to repeat their actions of buying counterfeit products.

From the above-mentioned reasons, the lawmakers and the manufacturers will have to go a long way to combat counterfeiting. Be it stringent laws, strict actions against violators, identifying the causes and working on them. They will surely have to make ways to not let people get attracted towards counterfeit products despite the tempting deals and beguiling prices!



# HOLOSTIK RANKED IN THE LIST OF TOP 25 MOST TRUSTED MANUFACTURING COMPANIES IN INDIA BY The CEO Magazine INDIA



## DID YOU KNOW?

01

The total value of fake electronic components in 2011 was estimated at \$460 Billion

02

60% of counterfeit currency seized was produced using inkjet or laser printers

03

The ridges on U.S. coins help deter counterfeiting and act as a braille. Every quarter has 119 ridges; a dime has 118



## Apples

A polished apple won't keep you far from the doctor, however, will take you to one. Did you realize that apples are cleaned with wax to give them a 'crisp' look?



## Test

To check whether your apple isn't wax secured, take a blade and gradually rub the skin of your apple. If the blade removes white, at that point that is wax!

## SCREEN IT YOURSELF!

### Tea

Adulterant: Used/prepared tea leaves that have been falsely shaded.



## Test

Sprinkle a teaspoon of tea powder on a soggy blotching paper. If the shade of the smudging paper changes to something like yellow, orange or red, it demonstrates the nearness of counterfeit shading in the tea powder. Unadulterated tea leaves discharge shading just when they are added to high temp water.

## Cumin seeds

Cumin seeds (jeera) are an exceptionally fundamental piece of cooking as we utilize it in our food day by day. They can be coloured with charcoal dust.



## Test

Crush the seeds in your palm, if your palm turns dark then they contain charcoal.





## Wads –Effective Devices Against Pilferage and Counterfeiting

Wads are disc-shaped materials (usually of paper and foil) used for covering the openings of bottles, cans, jars, etc.

Holographic wads are induction sealing wads which prevent leakage, tampering, contamination and unauthorised dealing of various home and pharmaceutical products used in everyday life. These wads help in concealing and closing the mouth of products which in turn keep them secure from spilling or tampering.

In holographic induction sealing wads, the holographic foil is laminated with aluminium foil which in turn is coated with a layer of wax and LDPE, making it water-resistant. The sealing lids or wads provide extra security for bottle and container packing.

Holographic wads are widely used in almost all the industries. Be it pharmaceutical, agriculture, food and beverages, Cosmetics, paints, automobile, stationary etc. wads find their usage in many products.

**Pharmaceutical** – Holographic wads are mostly used by the pharmaceutical companies to seal the bottles of medicines securely and hygienically by using sealing machines.

**Lubricants** – Holographic wads prevent the lubricants from spilling from the bottle. Further, it provides a mark of identity and security to the lubricants manufacturing companies.

**Chemical powders** – Chemical powders need to be essentially fastened to prevent tampering or to secure leakages. Holographic wads provided by Holostik serve this purpose to a great extent.



**The packaging of dairy products** – Applying holographic sealing wads on the openings of the mouths of dairy product containers help the manufacturing companies to present their identity along with security.

Some of the benefits of using holographic wads are:

- Wads contain customised visually appealing designs & graphics
- Wads lend originality to the brand
- Wads assure customers about the product's authenticity

At Holostik, many variants of wads are manufactured and sold at best prices:

01



Induction sealing holographic and non-holographic wads

02



Black bottleneck printing (chromo paper/ aluminium printing)

03



Customised wads with lids

04



Pressure sensitive wads

05



Over-printing on holography / poly / board

06



Mirror transfer

Holostik presents a premium range of holographic wads for clients from various industries at competitive prices. We create customised visually appealing designs & graphics for your products wads and lend originality to them.

## Events & Expos

**MOOKAMBIKA Rice & Pulses TECH EXPO**  
02ND-4TH FEB, 2018

**RICE & PULSES TECH EXPO -HYDERABAD**

**15TH-16TH MAR, 2018**

**AUTHENTICATION FORUM-2018 -NEW DELHI**

05



The Seal of Genuineness

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# The Counterfeit Food Items that We Consume Every day

# BLOG KS




Counterfeiting has camouflaged in our lives so well that it forms a major part of our daily chores before letting us realise it. Right from shoes, handbags, wallets, accessories, watches, clothes etc., we all own at least one counterfeit in our possessions.

While a fake handbag or a dress may just get you money loss and a bit of embarrassment on its discovery, but phoney food can be a real cause for concern!


Unknowingly, all of us are consuming seriously counterfeited foods which can be potentially dangerous to our mind as well as our bodies. The counterfeit FMCG products contain toxic substances that are just not meant for human consumption and might contain good levels of lead and melamine in it.

While the list of foods is very elaborate, but we bring you some of the most commonly consumed counterfeit food items.



## Coffee

If you are one of them who like making their own coffee by grinding coffee beans, there are fewer chances of you consuming the counterfeited version. But if you are the instant coffee person, you ought to be careful with your coffee.




## Orange Juice

There is no dearth of faux packed orange juices in the market. Orange juice is a staple breakfast for a major part of the young working population as they are too lazy to move their bones to make fresh juices.

They pick up packed juices without knowing that their juices contain sugar, corn sugar, ascorbic acid, potassium sulphate, monosodium glutamate, orange pulp wash, grapefruit solids and a lot of other dangerous preservatives.

## Pomegranate Juice



Pomegranate juice is another popular juice which is known to be loaded with high antioxidant content. The juice is consumed by a lot of people and a favourite of counterfeiters.

This juice is often diluted with grape or pear juice, sugar and high-fructose corn syrup. Many cases of synthetic pomegranate juice that didn't contain any traces of the real juice at all.



## Olive Oil

According to researchers, olive oil is extremely susceptible to counterfeiting. As olive oil is one of the most expensive oils in the world and therefore, it is mixed with inferior ingredients and sold at high rates giving huge profits to counterfeit manufacturers.

In major cases, instead of extra virgin, a cheaper, non-Italian variety is sold as Italian. But olive oil is also frequently diluted with oils such as sunflower oil, vegetable oil, soybean oil, corn oil, peanut oil, hazelnut oil, palm oil and walnut oil.

In an incident, more than 600 Spaniards died in 1981 after eating a non-food-grade, industrial rapeseed oil that was sold as olive oil.




If you are a regular consumer of the above-mentioned items, don't worry. Just be a little more cautious the next time, you purchase and consume the same. Try and consume fresh home-made juices and buy from authentic vendors and merchants only. In comparison to the small brands, big brands have a lot to lose, hence, they refrain themselves from counterfeit activities. If possible, stick to the reputed brands and products.



## Authentication Forum 2018 Concludes Paving Way for an Anti-Counterfeiting World



Authentication Forum 2018

The two-day International Leadership Summit on Anti-Counterfeiting and Brand Protection that took place in New Delhi on 15<sup>th</sup> and 16<sup>th</sup> March 2018 organised by Authentication Solution Providers' Association (ASPA) and was inaugurated by Commerce Minister Suresh Prabhu concluded recently with high hopes.

Highlighting the main cause for the event, ASPA stated, "The market for fakes are on a consistent ascent in India and has outperformed over ₹ 40,000 crore in the sorted-out segment alone, as law implementation stays frail and fraudsters unreservedly make advances into the market."

In his inaugural address, Prabhu emphasized the government to make plans to bargain cruelly with the rising threat of counterfeiting.

He further added that "We will make an exceptionally present day Intellectual Property Rights (IPR) time in India and that would prompt be making individuals putting into the brand and that will prompt a learning economy which thus will improve India a far place and built up the place."

"To make Brand India an unmistakably adequate brand we should, as a matter of first importance, secure IPR because nations, organizations, even Indian organizations that will put tremendous measure of cash into brand building, making new rights in type of licenses, copyrights or new item advancement or particle improvement every one of them would require IPR assurance. If Indian brands need to wind up worldwide then they should likewise have the capacity to regard worldwide brands in India," he included.

A total of eight sessions were held in the span of two days by many elite speakers. The sessions covered all the aspects of counterfeiting, the role of consumers in the fight against counterfeiting, authentication solutions and technologies, case studies from brand owner's perspectives, the future of authentication technologies, the value of branding, protection and enforcement and was concluded by an interactive townhall session on the unabated growth of counterfeiting.

## Holostik Participates in UP Investors Summit 2018



Uttar Pradesh is the growth engine of India, and country's third-largest economy growing at a fast rate.

looking forward to investing in the development of the state and create job opportunities for the masses," said Mr U.K.Gupta.

The investor-friendly policy direction of the U.P. Government and the Good Governance initiatives, complementing the inherent strengths of the state, will go a long way in transforming the state into a preferred investment destination.

Expressing his views on the same, Mr Ankit Gupta added, "Uttar Pradesh has emerged as the hub of IT and ITES sector including software and captive business process outsourcing. We believe in the development of IT sectors and therefore Holostik is also transforming into a full-fledged IT-enabled company. As angel investors of many companies, we are also eyeing to invest in Uttar Pradesh state and help the state grow to unmatched heights."

The Government of Uttar Pradesh organised Uttar Pradesh Investors Summit which was a two-day event in Lucknow city. The event showcased the investment opportunities and potential in the various sectors of Uttar Pradesh.

The event was enlightened by 100+ speakers like Shri Narendra Modi (Hon'ble Prime Minister, India), Shri Yogi Adityanath (Hon'ble CM, U.P.), Shri Ram Naik (Hon'ble Governor, Uttar Pradesh), Shri Raj Nath Singh (Hon'ble Minister of Home Affairs Government of India) among others. There were around 5000 delegates all over the world who attended the event.

Mr U.K.Gupta (Chairman and Managing Director, Holostik) and Mr Ankit Gupta (Director-Strategy and Planning, Holostik) attended U.P. Investors Summit 2018 as a potential investor for the development and welfare of the state.

"We firmly believe in the development of the nation and the people. We are really



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**UPCOMING EVENTS**

**Rice Pro-Tech Expo. 2018**

**Grain Pro-Tech Expo**

18<sup>th</sup> - 20<sup>th</sup> May '18 | Ludhiana (PB.)

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