



RUKMINI DEVI
Institute of Advanced Studies

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Guest Lecture on “Brand protection techniques in the turbulent times” for the students of MBA and BBA

Session Speakers: Mr. Raman Kalia, Co-founder & CIO KnowFakes.com and Mr. Umesh Parasha, Head Sales KnowFakes.com

August 26, 2019

The event was organized for addressing the need to create awareness against counterfeit products, their impact, challenges, and our defence against them. The Speakers touched surface of the problem and named a few of the industries, of which, counterfeiting impacts us. Mr. Raman Kalia and Mr. Umesh Parashar both discussed various situations and scenarios to make the audience understand the different sources of counterfeiting and fake products.

The speakers provided an interactive session which encapsulated the important areas such as types of counterfeiting, How consumers are effected, how brands and marketers are effected, the solutions which are prevalent to assess the originality of a product etc. They also focused on the solutions provided by their organization KnowFakes.com. They elucidated on the various aspects of their organization in fighting against counterfeiting. They also discussed how their organization check the authenticity of a consumer product in real-time by engaging the consumer and their back end system. They also shed some light on the back end processing of their system to make the audience understand the process better.

This fascinating session made students raise their concerns regarding brand protection against counterfeiting and marketing strategies that might help brand to fight counterfeiting which were satisfactorily addressed.

By Raman Kalia - This is first of my three part series trying to bring up awareness against counterfeit products, their impact, challenges, and our defence against them. In this write-up I've touched surface of the problem and named a few of the industries, of which, counterfeiting impact us.

As I tread on the path to discover the malpractice, I had very little expectation of coming across many of its instances. While living in a metro that too capital of the country, I always believed that things are well taken care of by the government. I thought it is something, perhaps, part of a peasant's life and cannot happen to educated people like us at cities. I trusted the swanky large shop down the street or the mall as all products had delivered well.

These Numbers Aren't Fake

\$1.7 Trillion

Estimated global economic and social impact of counterfeiting in 2015.
(Source: International Chamber of Commerce)

44.4%

Increase in estimated loss to 7 manufacturing industry sectors due to counterfeiting from 2012 to 2014. (Source: FICCI CASCADE study, 2015)

The assumptions were proving right, as I threw my first few questions to my regular pharmacist or the guy at grocery store asking; Is he keeping genuine products? Either, confidently, assured me of the same. Being curious I engaged further and asked how do they make it or can they prove it. At this point, eyebrows raised and eye contacts moved. Hesitatingly the confidence level came down and they pointed the authority to source distributors. So, do I trust a distributor whom I know nothing about. Is he or for the matter any other person in the supply chain keeping the promise of not infusing fake products just to make quick bucks. May be or maybe not. One can only find out by checking products more closely.

₹ 1 Cr

Worth of counterfeit products were confiscated in an Emamami-led raid in 2012.

20%

Road accidents in India occur due to counterfeit auto parts.
(Source: Automotive Component Manufacturers Association of India)

₹ 40,000 Cr

Indian exchequer lost in 2014 due to illicit trade
(Source: FICCI CASCADE study, 2014)

Realisation! Counterfeit is prevalent and situation is acute. It may not be that bad in metros but gets severe as we move just 10-20 km off periphery off them. People are consuming spurious products in the name of trust worthy brands. Inferior products like shoes, electronics, and readymade wear are being sold at adjustable prices in the name of discounts. Most impacted are items are of Electronics, Pharmaceuticals, FMCG, Cosmetics and liquor, be it online or off-the-shelf trade. You would be surprised to know that many investigation studies have found that many popular brands of liquor are sold 10 times the number of bottles actually produced by the brand's owner. FMCG has a fake market share of up to 65% in India. Pharma and cosmetics, especially online is where counterfeit is acute; which means medicine is rather making you more sick than curing you and products being used for health and beautification may leave you ugly due to their side effects. All those flashy equipment and devices bought at cheaper rates may actually be illicit and one may not get warranty support on them when it comes to.

10,000%

Growth in the problem of counterfeiting in the past two decades.
(Source: International Anti Counterfeiting Coalition)

70%

Goods seized worldwide are getting imported from China
(Source: IP Crime Group Annual Report 2013/14)

Source: <http://retail.economictimes.indiatimes.com/news/industry/why-make-in-india-when-you-fake-in-india/52101894>

So, one must remain very careful while making those purchase decisions, specially riding on heavy discounts. Explore net or use apps that can help you differentiate fakes from genuine ones. Do it as it is good for you and your loved ones. Do it as it is high time and you at max will miss out an FB update, tweet or whastapp message.

In the next article, part 2, I shall be covering the why countereit has become part of our day-today living and how we (you and me) are contributing to it, every single day.