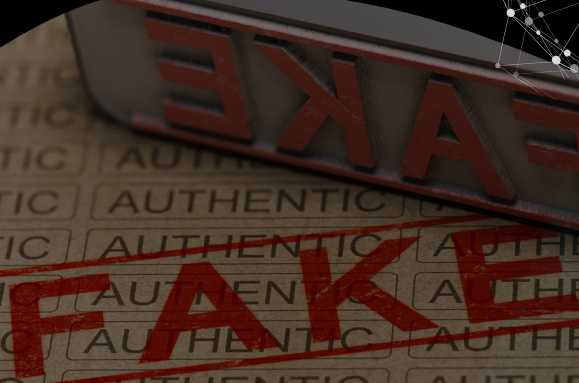


COUNTERFEIT

TREND ANALYSIS
2022 - 2023



FAKE

INDIA IPR - ENFORCEMENT DIGEST — ANNUAL EDITION

Featuring Inside

- ⦿ Industry-Wise Counterfeit Breakdown of 2022-23
- ⦿ Analytical Exploration of 2022-2023 Data
- ⦿ Proactive Risk Mitigation Strategies
- ⦿ Supply Chain Transparency and Traceability



TABLE OF CONTENTS

Preface **03**

Gurpawan Singh

Analytical Exploration **04-07**

Analyzing Counterfeit Cases
2022-23: Key Insights **08**

About IIRIS Consulting **09**



PREFACE

In our ongoing efforts to safeguard our brands and protect the integrity of our markets, it is crucial to remain vigilant and proactive in addressing the challenges posed by counterfeit activities. As we delve into the comprehensive overview of counterfeit cases in the year 2023, it is evident that brand protection continues to be a pressing concern for businesses worldwide.

Counterfeiting not only undermines the reputation and authenticity of our brands but also poses significant risks to consumer safety and market stability. The prevalence of brand squatters and opportunistic individuals exploiting gaps in trademark protection underscores the need for collaborative efforts to combat illicit activities effectively.

Through this trend analysis, we aim to gain valuable insights into the prevalence and distribution of counterfeit cases across different zones, states, and industries. By understanding the evolving trends and patterns of counterfeit activities, we can develop tailored strategies to mitigate the threat posed by counterfeit goods and uphold the integrity of our brands.

Our vision is clear: to protect our brands, uphold market integrity, and foster a safer and more transparent marketplace for all. I call upon each member of our team to embrace this vision wholeheartedly and join hands in our collective efforts to combat counterfeit activities effectively.

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AS WE DELVE INTO THE COMPREHENSIVE OVERVIEW OF COUNTERFEIT CASES IN THE YEAR 2023, IT IS EVIDENT THAT BRAND PROTECTION CONTINUES TO BE A PRESSING CONCERN FOR BUSINESSES WORLDWIDE.

Gurpawan Singh
President - IIRIS Consulting
Strategic IPR, Risk & Anti-Terror Expert

ANALYTICAL EXPLORATION OF 2022-2023 DATA

Methodology:

This comprehensive report presents the culmination of diligent monitoring of media reports concerning enforcement actions against counterfeit products throughout India in 2022-2023, accompanied by an exhaustive trend analysis. It encompasses meticulously collated data on enforcement actions, meticulously segregated by location, including zones (north, east, south, and west), as well as at the state and district levels. Moreover, enforcement actions are systematically classified based on the industry of counterfeit products, covering a diverse range of sectors such as Currency, FMCG, Alcohol, Pharmaceuticals, Tobacco, Fertilizers, Apparels, Electronics, Cosmetics, Publishing/Print Media, Auto Ancillary, Glass, Metal, Wood, Cement, Toys, and Stationery. Notably, this study incorporates a classification that segregates enforcement actions targeting products of different industries. The report underscores the rigorous approach adopted to address counterfeit activities, providing comprehensive insights into the enforcement landscape across various industries and geographical regions in India, thereby facilitating informed decision-making and strategic interventions to combat counterfeiting effectively.



Research Findings:

Throughout 2022-2023, a total of 3067 enforcement actions against counterfeit products have been documented in India through media channels. These actions often result in the registration of cases, subsequently leading to thorough investigations and prosecutions. It has been observed that such enforcement actions invariably contribute to the enhancement of sales for authentic products within the respective markets. This phenomenon underscores the significant role that enforcement initiatives play in not only curbing counterfeit activities but also in bolstering consumer confidence in genuine goods.

ANALYTICAL EXPLORATION OF 2022-2023 DATA

ZONE-WISE:

In the year 2022, the North zone reported the highest number of counterfeit cases at 475, followed by the East zone with 239 cases. The West, South, and Central zones reported 142, 103, and 64 cases, respectively, resulting in a total of 1023 cases across all zones.

In contrast, 2023 saw a significant increase in counterfeit cases across all zones. The North zone reported a substantial rise to 877 cases, while the East, West, South, and Central zones also experienced increases to 465, 360, 258, and 84 cases, respectively. This led to a total of 2044 cases across all zones.

North Zone: Counterfeit cases nearly doubled from 475 in 2022 to 877 in 2023.

East Zone: Similarly, the East zone witnessed a significant increase from 239 cases in 2022 to 465 cases in 2023.

West Zone: Counterfeit cases in the West zone also showed a notable increase, rising from 142 in 2022 to 360 in 2023.

South Zone: The South zone experienced a considerable uptick from 103 cases in 2022 to 258 cases in 2023.

Central Zone: While the Central zone saw a slight increase from 64 cases in 2022 to 84 cases in 2023, the rise was relatively modest compared to other zones.

The data clearly indicates a significant escalation in counterfeit cases across all zones from 2022 to 2023. This trend is concerning and underscores the need for heightened vigilance and comprehensive measures to combat counterfeit activities effectively. Stakeholders must collaborate closely to implement robust strategies aimed at preventing the production, distribution, and sale of counterfeit goods. By addressing this issue proactively, we can better protect consumers and uphold the integrity of the marketplace.

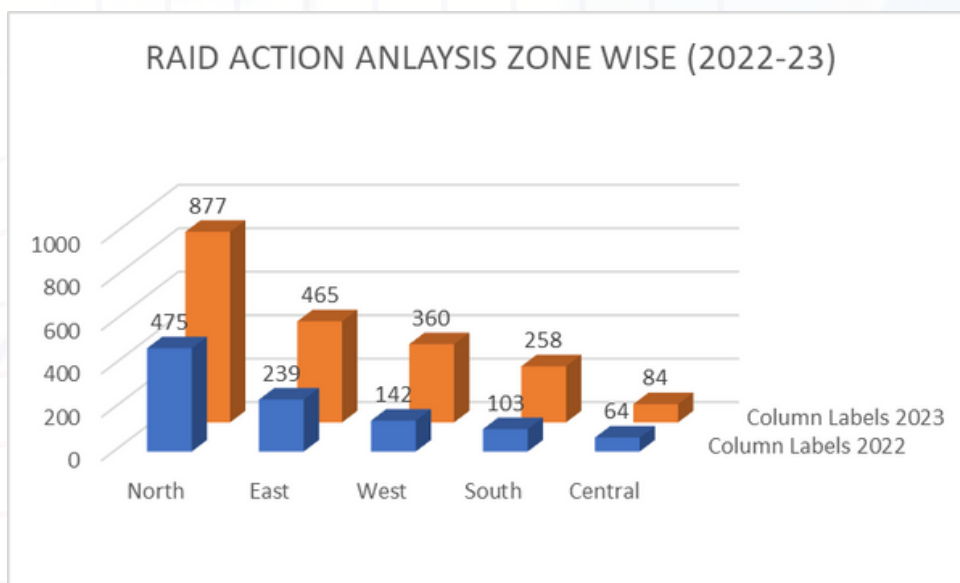


Exhibit 1: Graph showcasing industry raid action zone wise (2022-23)

ANALYTICAL EXPLORATION OF 2022-2023 DATA

INDUSTRY-WISE:

The overall number of counterfeit cases saw a significant surge from 961 in 2022 to 1970 in 2023. Notably, Currency, FMCG, and Alcohol maintained their positions as the top three categories with the highest number of counterfeit cases in both years. Among these categories, Currency experienced a notable increase from 159 to 425 cases, while FMCG rose from 180 to 399, and Alcohol increased from 167 to 387. Additionally, several other categories, including Pharmaceuticals, Tobacco, and Fertilizers, also saw notable increases in counterfeit cases, albeit to a lesser extent compared to the top categories. On the other hand, some categories experienced decreases in counterfeit cases from 2022 to 2023, such as Auto Ancillary, Glass/Metal/Wood, Cement, and Toys. This data underscores the evolving nature of counterfeit activities across different sectors and emphasizes the importance of vigilant measures to combat such illicit practices effectively.

The data indicates a substantial rise in counterfeit cases across various categories from 2022 to 2023. This trend highlights the growing challenge of counterfeit activities and underscores the need for comprehensive measures to combat this issue effectively. Stakeholders must collaborate closely to implement robust strategies aimed at preventing the production, distribution, and sale of counterfeit goods in order to protect consumers and uphold marketplace integrity.

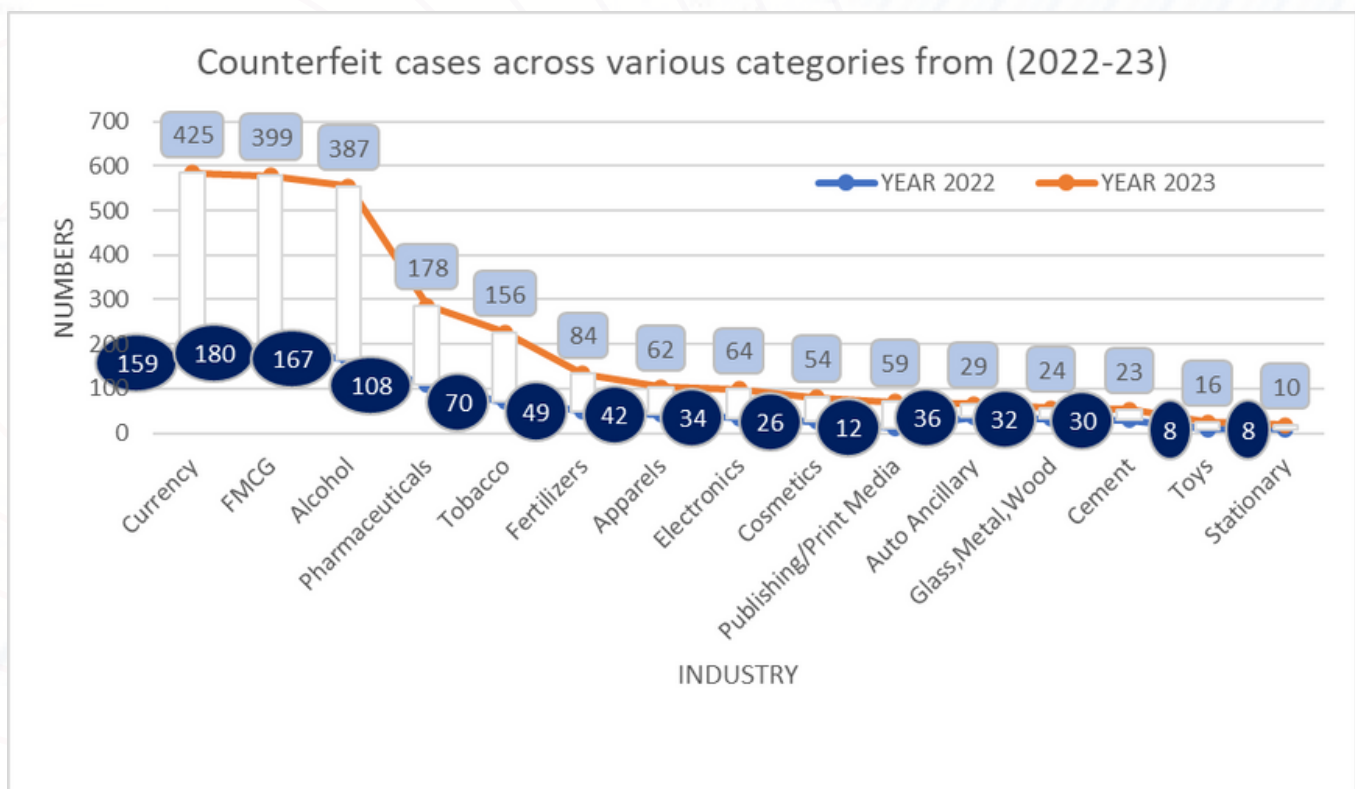


Exhibit 2: Graph showcasing industry wise bifurcation of counterfeit related enforcement actions across India - 2022-23

ANALYTICAL EXPLORATION OF 2022-2023 DATA

STATE WISE:

The data reveals a worrying surge in counterfeit cases nationwide between 2022 and 2023, emphasizing the urgent need for collaborative action from authorities and stakeholders. This escalation highlights the necessity for stringent measures to prevent the production, distribution, and sale of counterfeit goods. In 2022, Uttar Pradesh reported 204 counterfeit cases, surpassing Maharashtra's 106. However, by 2023, Uttar Pradesh surged to 346 cases, while Maharashtra reached 226, indicating a widespread increase in counterfeit activities. Virtually all states saw rises in counterfeit cases in 2023 compared to 2022, with notable increases observed in Haryana, Delhi, Rajasthan, Gujarat, Bihar, Madhya Pradesh, and Jharkhand. While Tamil Nadu, Telangana, and Karnataka had relatively lower increases, Assam, Odisha, and Punjab experienced significant spikes. Public awareness and consumer education are vital in mitigating this issue, ensuring consumer protection, market integrity, and fostering a safer marketplace for all stakeholders.

State Wise Raid Actions 2022-23

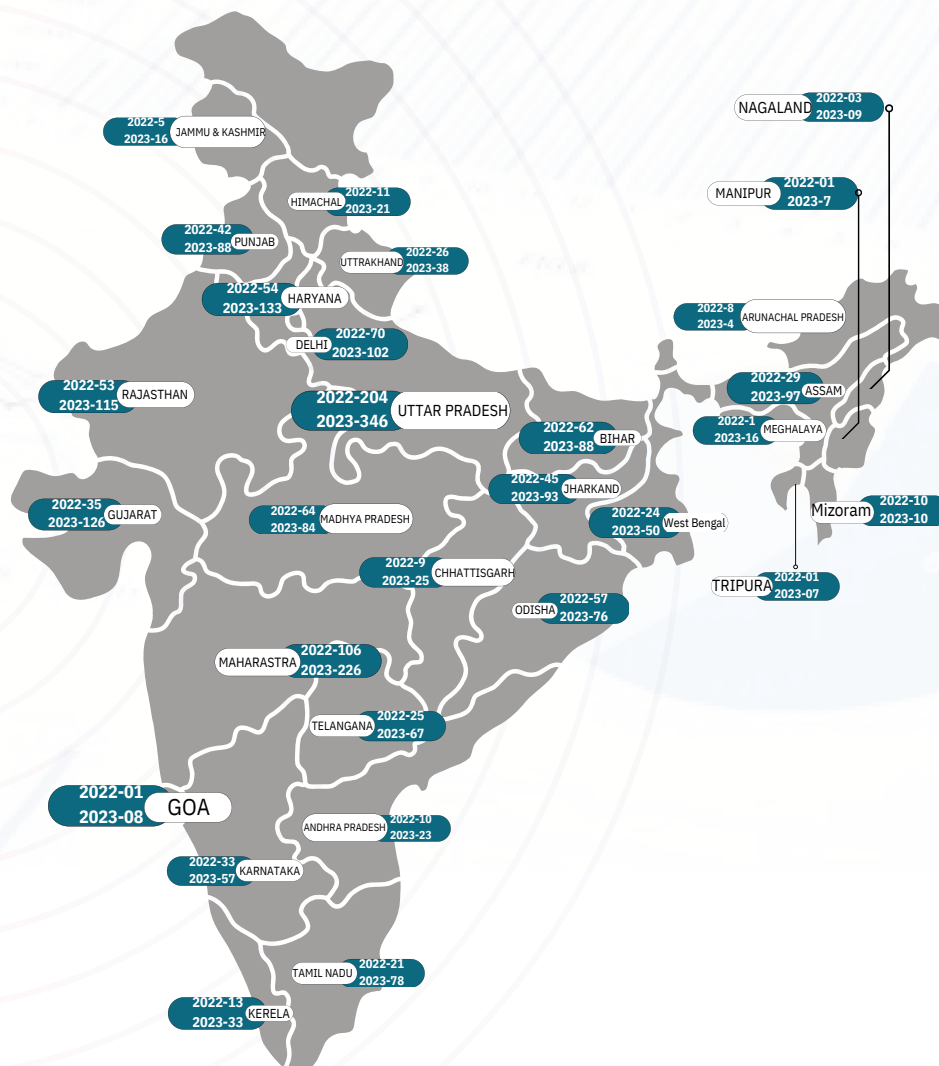


Exhibit 3: Map showcasing state wise raid action.

ANALYZING COUNTERFEIT CASES 2022-23: KEY INSIGHTS

The overview of counterfeit cases in 2023 presents several critical insights for stakeholders involved in brand protection and market integrity. Here's a focused analysis:

Zone-wise Trends:

- The significant escalation in counterfeit cases across all zones highlights a pressing concern.
- The North zone emerged as the primary hotspot, nearly doubling its counterfeit cases from the previous year.
- Identifying regional hotspots helps stakeholders allocate resources strategically and tailor interventions to mitigate risks effectively.

Industry-wise Analysis:

- Currency, FMCG, and alcohol maintained their positions as the most affected industries, indicating persistent vulnerabilities.
- Emerging sectors like Pharmaceuticals and Tobacco also saw notable increases, necessitating heightened vigilance.
- Analyzing industry-specific trends enables businesses to prioritize anti-counterfeiting measures and fortify supply chains.

State-wise Distribution:

- Uttar Pradesh witnessed a significant surge in counterfeit cases, signaling widespread illicit activities.
- Almost all states experienced an increase in counterfeit cases, emphasizing the nationwide nature of the problem.
- State-level insights inform targeted enforcement efforts and collaborative initiatives to combat counterfeiting effectively.

Comparative Analysis:

- Contrasting data between 2022 and 2023 underscores the evolving nature of counterfeit activities.
- Understanding trends over time enables stakeholders to anticipate challenges and adapt strategies accordingly.
- Identifying areas of substantial growth helps prioritize resources and implement preventive measures proactively.

Collaborative Strategies:

- The data underscores the urgency of collaborative efforts among stakeholders, including law enforcement, regulatory bodies, and businesses.
- Joint initiatives are crucial for implementing stringent measures and disrupting counterfeit supply chains effectively.

Public Awareness and Education:

- Raising public awareness about counterfeit risks and educating consumers on identification methods are vital components of anti-counterfeiting efforts.
- Empowering consumers with knowledge helps foster a safer marketplace and reduces the demand for counterfeit goods.

ABOUT IIRIS CONSULTING

IIRIS Consulting aka **Indus IntelliRisk & IntelliSense Services Pvt. Ltd.** stands committed as a value catalyst to corporates bringing in innovative, cutting edge technology aided, risk advisory and intelligence management solutions that help clients not only mitigate risks but also enable better business decisions.



IIRIS is an India born solutions and consulting firm, with wide operations across South Asia, Far East, USA, UK and Middle East. We operates in the fields of advisory, risk management, intelligence, digitization, and forensics.

Each of our services is delivered by experienced leaders using advanced methodologies that combine legally acceptable technological resources, on-the-ground intelligence collection, and data analytics.

Apart from helping clients make better business decisions, IIRIS also acts as an industry mentor that provide certification and skill building to help professionals be better future leaders.

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