



The Seal of
Genuineness

CASE STUDY ON AYURVEDA BRAND

HOW HOLOSTIK EFFECTIVELY SECURED DR. BISWAS'S GOOD HEALTH CAPSULES AGAINST DUPLICATION?

Dr. Biswas Medicare is a leading firm of Ayurvedic products in India. The company was founded by Dr. Ashim Kumar Biswas – a renowned Ayurvedic healthcare veteran based in the city of Kolkata. Since its inception, a decade ago, the company has increased its span in the states of West Bengal, Uttar Pradesh, Rajasthan, Maharashtra, Tripura, Assam, Jharkhand, Bihar, Madhya Pradesh, Haryana, Chhattisgarh, Orissa and many prominent locations of North-Eastern India. The company also sells its products in Bangladesh. The company has high-grade manufacturing facilities and labs located in West Bengal and operates through a wide network of distributor channel. With 120 ayurvedic products in its portfolio, Dr. Biswas Medicare was making strides of success until it realised that some of its best products were counterfeited on a wide scale. This was resulting in revenue loss and a tarnished brand image of the company.

Surprisingly, Dr. Biswas himself noticed counterfeit 'GOOD HEALTH Capsules'- one of the highest selling products of his company.

Dr. Biswas says, "I once visited a pharmacy store and initially felt great to see the huge stock of Good Health bottles – neatly stacked in an array on the shelf. But a few minutes later I had a streak of suspicion as the bottles were not looking like the usual ones. I was shocked to discover that not just one, but the entire lot was counterfeit."



He further explains, "On further investigation, it was revealed that rampant counterfeiting of GOOD HEALTH Capsules was taking place in different parts of the country which was drastically plummeting the sales and putting me and my company on tenterhooks."

However, counterfeiting faced by Dr. Biswas Medicare is not something new - it's a worldwide problem and has affected many industries. Every year, ayurvedic companies lose millions due to duplication as national and international markets are flooded with cheap replicas of ayurvedic products.

01 Defining the problem

Holostik has been catering different anti-duplication and packaging solutions to Dr. Biswas since 2014 and there is an amicable relationship between the two. When Holostik was briefed on the problem of counterfeiting faced by Dr. Biswas it wasn't surprised. The anti-counterfeiting company has been battling duplication successfully since 1991. Holostik is one of the largest manufacturers of security holograms in the world and caters a wide range of anti-counterfeiting products and IT enabled solutions. The company has more than 10,000 clients in 75+ countries along with plethora of awards and certifications. Holostik not just secures products and brands against duplication but also provides feasible IT solutions for securing, tracking and managing entire supply chains.

80%



8%



Right after an initial brief, Holostik's anti-counterfeiting experts jumped into action and conducted multiple sessions with Dr. Biswas's management to get a clear picture of the problem. The experts were surprised to know that the counterfeiting of the company's star product- 'GOOD HEALTH Capsules' led to a decrease in its contribution to the revenue – from 80 % to 8%.



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02 Understanding the supply chain

Holostik's team of anti-counterfeiting solutions experts thoroughly examined each stage of the supply chain to search for the problem of counterfeiting. There were no signs of counterfeiting - right from the manufacturing unit to the warehouse and to the distributor. Discrepancies were only found at the retailer's end. Holostik found large quantities of fake products in retail stores across different locations. This clearly pointed towards unscrupulous manufacturers who were manufacturing counterfeit products and were selling it directly to the retailer. Dr. Biswas even registered police complaints to tackle the problem, but it was of no avail. He says, "Many consignments of counterfeits were seized by the police. The company spent a good amount of money on fighting fakes. This came as an additional burden and did not resolve counterfeiting."



03 Redefining the problem

After getting enough facts and figures related to the problem Holostik analysed each of them in detail and came up with a final draft of the problem along with a viable mechanism to resolve the same. The draft was meant to ensure a customised, flawless and feasible approach as per the magnitude of the problem and not move off the track.



04 Suggesting a potential solution

Holostik suggested customised high-security packaging solutions as per the need of the client. Different security features included in the solutions were meant to function according to the product category, convenience of authentication and point of sale visibility.

These customised high-security solutions were an amalgamation of digital and overt technologies which are difficult to breach and replicate and thus ensure optimum safety of products against duplication. Holostik proposed two different types of induction sealing wads/liners for the 'GOOD HEALTH Capsule' bottles which are as follows:

The first induction sealing wad/liner incorporated holographic printing with the brand's logo and a holographic strip with mirror lens effect. The second induction sealing wad/liner incorporated holographic printing of the logo and a holographic strip of golden colour printed with the helpline number.

Options in wads/ liners

01



02



Security features in shrink sleeve

Variable QR code



Manual with
Holographic label



Holographic strip



Holographic
printed text





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Besides, the above-mentioned options Holostik also suggested a shrink sleeve- common with both the wad/liner options. The shrink sleeve had a variable QR code, holographic strip, holographic text and an instruction manual with a holographic label for added security.

The reason behind proposing a variable QR code was to empower all the stakeholders of supply chain to digitally authenticate the product. The code can be scanned with any generic mobile scanning application and instantly validates the genuineness of product. The unique QR code is different for every single piece and cannot be replicated as it is a variable entity.

05 Selecting and implementing the solution

Dr. Biswas Medicare opted for the second option of induction sealing wads/liners along with the shrink sleeve encompassing different holographic features including the QR code. The variety of security features combined together i.e. holographic and digital acted as multiple layers of security against duplication. This meant that even if counterfeiter was able to copy or duplicate a specific feature, he or she won't be able to copy the rest. Dr. Biswas Medicare also educated its customers on the process of authentication through the use of holographic & QR code features. Holostik ensured timely delivery of the required order at the client's site. Besides, providing impeccable security to the product, the solution breathed a new life in the product and the brand by enhancing their visual appeal.

06 Tracking results

The implementation of highly secure packaging solutions for Dr. Biswas Medicare's products proved to be a boon for the company on many fronts. It was able to counter duplication quite effectively. There was a visible reduction in the counterfeiting of 'GOOD HEALTH Capsules'. And it raised its contribution to the revenue back from 8% to 80%. With increased profits, the company was able to execute new product launches and ventured into the business of packaged water. And last but not the least Dr. Biswas Medicare was able to revive its lost brand image.

07 Suggesting improvement

Holostik receives regular feedbacks from Dr. Biswas Medicare on its different solutions and incorporates changes in them as per the shifting needs. With stupendous success of 'GOOD HEALTH Capsules', the company implements new and innovative anti-counterfeiting solutions in its products from time to time.

QR Code authentication process



Wad
Option 02





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