

HOW HOLOSTIK SECURES EAGLE PLANT PROTECT FROM DUPLICATION?



The Indian agrochemicals market is 4th largest in the world followed by United States, Japan and China. The current market value of Indian agrochemicals is valued at **\$4.1 billion** and is expected to grow at a growth rate of **8.3%** to reach a staggering **\$8.1 billion** by 2025.



Over the years, the Indian agrochemical industry has witnessed the rise of many small and big market players. Among the many rising companies in the Agro chemical industry, Eagle Plant Protect Pvt. Ltd. has emerged as a renowned brand.

The company was established in the year 2009, by Mr. Paresh Pachani a man of revolutionary vision who wanted to bring a change in the Indian pesticide industry. Due to his relentless efforts, the company has garnered a 11 % market share in the state of Gujarat. Today, the company manufactures 57 agro-chemical products which include organic fertilizers, bio plant protector, agricultural bio pesticides, plant growth stimulators, bio fungicide, plant growth regulator, bio miticide, agricultural herbicides, bio insecticides, bio products, agro chemicals, bio larvicide etc.

Within a span of few year, the Ahmedabad based company has achieved an annual turnover of ₹ 52 crore along with a Pan India presence.



The Seal of
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Defining the problem



Along with the massive growth of Indian agro chemical industry there has been a parallel rise of counterfeit products. A joint study by FICCI and Tata Strategic Management Group revealed that the size of fake pesticide market in India is as high as 30%.

Eagle Plant Protect was well aware of the rising problem of fake products in the industry and thus decided to take protective measures against it. The approach was meant to remain secure from the menace of duplication before it could cause harm to the company, products and its image.

While searching for different anti-duplication measures the company wanted a feasible and cost-effective solution which could guarantee optimum security of its products. For this Eagle Plant Protect got in touch with HoloStik which is a leading player in anti-counterfeiting, smart packaging and supply chain visibility solutions. The anti-duplication major has more than 10,000 clients in 90+ countries with a plethora of awards and certifications.

Thereafter, anti-counterfeiting experts from HoloStik conducted multiple sessions with officials at Eagle, to deeply analyse and understand the problem faced by them.

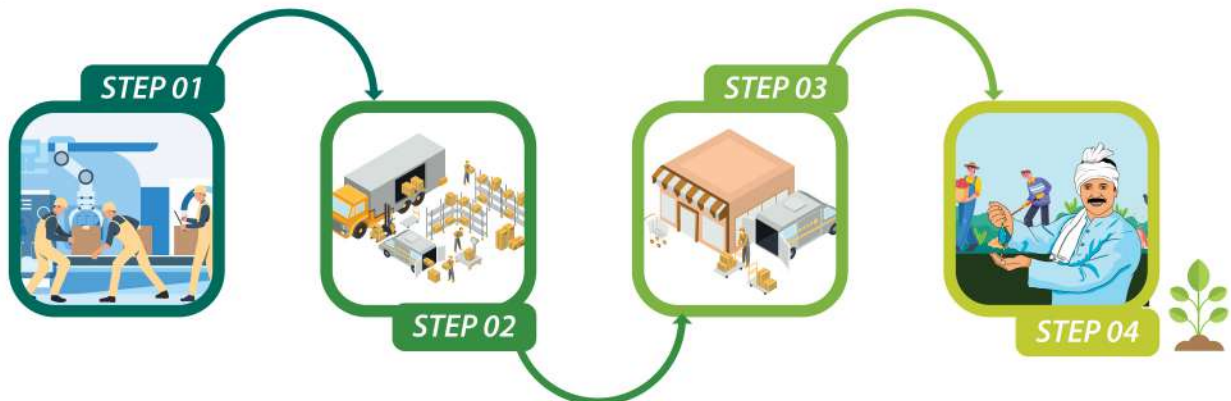




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Understanding the supply chain



In order to have a thorough understanding of the company and its products, the experts from Holostik decided to delve deeper by studying the company's supply chain.

Holostik observed the conventional supply chain in which the product manufacturing took place at the plant from where the products are sent to the distributor. And from the distributor the products are sold to the dealers from where they are sold to the end-consumers- farmers.

The experts were not able to find any pitfalls or fake products in the supply chain however, they were aware of the fact duplication of fake agro chemicals was rampant in the market.



Redefining the problem

Holostik offered multiple options to Eagle Plant Protect which included security labels, shrink sleeves, security holograms and other holographic authentication products. After analysing the options, the company management held further discussions and finally showed their interest in security holograms due their durability, security features and cost effectiveness.



Suggesting a potential solution

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Selecting and implementing the solution

Eagle Plant Protect opted for security holograms due to the holographic security features incorporated in them. Another reason behind the choice was that security holograms were comparatively affordable to other authentication products.



Tracking results

Eagle Plant Protect has been procuring security holograms from Holostik since 2010 for all of its products. The security holograms have not just effectively prevented duplication of its products but have also increased the trustworthiness of the company in the eyes of its customers.



Suggesting improvement



Holostik conducts regular feedback sessions with the officials at Eagle Plant Protect for upgrading its product and services offered to the company. The agrochemical company is currently satisfied with the solutions offered by Holostik and plans to seek other products in near future as per the requirement. In a nutshell, security holograms have enabled them to sell genuine products in the market, prevent duplication and boost their brand image.