



The Seal of
Genuineness



YOUR AUTHENTICATION SOLUTIONS PARTNER

PLAYING IT SMART AGAINST DUPLICATE PRODUCTS

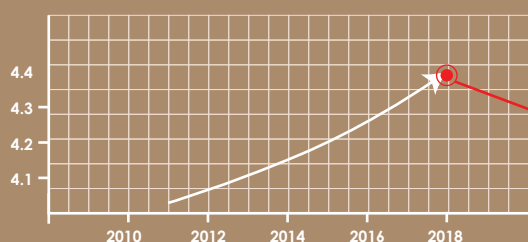
HOW **KajariaPLY** STAYS SAFE FROM

COUNTERFEITING?

KajariaPLY
INDIA JAISA STRONG

If you consciously look around, then there are good chances that you may find a variety of things made out of plywood. From enticing home furniture to plush floors & walls, packaging boxes to sports equipment, musical instruments to construction panels, plywood has a wide variety of applications in our everyday life. Available in different specifications, plywood is made of wooden 'plies' glued adjacent to each other.

With the humungous growth of Indian real estate sector in the last two decades, there has been a massive demand for plywood. According to a report titled 'Indian Plywood Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2019-2024', "The Indian plywood market reached a value of US\$ 4.4 Billion in 2018, growing at a CAGR of 4.8% during 2011-2018."



GROWTH IN THE INDIAN PLYWOOD
INDUSTRY

US\$ 4.4 Billion
IN 2018



However, the Indian plywood sector is highly unorganized which accounts for 70-80% of the market share, whereas the organized players are just around 20-30%. Among the league of a few brand names in the plywood industry, KajariaPLY is

a relatively new player set up in the year 2018. It is one of the subsidiaries of the iconic Kajaria Ceramics which is the largest manufacturer of ceramic and vitrified tiles in India and also has its foothold in the sanitary ware and faucets market.

Kajaria Ceramics is a 30-year-old company owned by the visionary business leader Mr. Ashok Kajaria who has left an indelible mark of success on the global map by giving new heights to the Indian tiles industry. The group has an annual turnover of around 3000-4000 crores. Continuing the legacy, KajariaPLY is being headed by his son Mr. Chetan Kajaria who aims to create an iconic brand name in the plywood industry.



KajariaPLY has an annual production of around 1 crore square feet with humungous presence in North and West India. With an employee strength of 100 employees, it is catering supreme quality plywood and block wood products to different industries. Making strides of success, KajariaPLY has attained an annual turnover of Rs 25 crores, in less than one year of its operation.

“KajariaPLY’s state-of-the-art manufacturing facilities are located in the states of Gujarat & Uttarakhand.”



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Defining the problem



Since its inception, KajariaPLY has implemented Holostik's anti-counterfeiting solutions on its products. They were inspired by the idea of taking a preventive action and rather follow a counteractive approach towards counterfeiting.

For this, KajariaPLY got in touch with Holostik which is one of the largest manufacturers of security holograms in the world by volume and caters a wide range of anti-counterfeiting products and IT-enabled solutions. The anti-counterfeiting major has more than 10,000 clients in 75+ countries with

plethora of awards and certifications in its parcel.

In order to provide a customised and robust solution to KajariaPLY, anti-duplication experts from Holostik conducted multiple sessions with the company's officials. In one of the sessions Subrajit Majumdar, Product Manager, KajariaPLY said, "We were shocked to know that Kajaria plywood was being sold in the market even before the inception of the company. This revealed the high level of counterfeiting taking place in the plywood industry by misusing brand names."



Quite surprisingly, the plywood market is flooded with counterfeits with fancy names such as Tata plywood, Jindal plywood etc. with the sole

purpose of duping consumers in the name of brands. However, in reality, there are no such products in the market", he added.



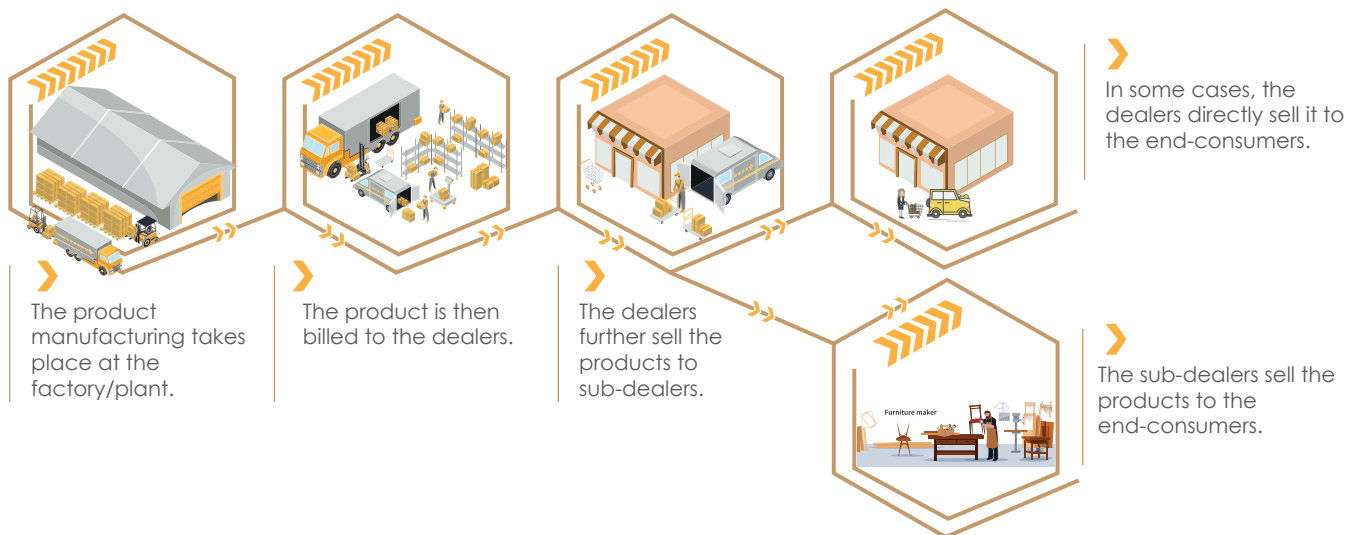
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Understanding the supply chain

To deeply analyse the problem, Holostik's anti-counterfeiting experts visited and analysed each stage of Kajaria's supply chain in detail. The experts did not find any duplicate products of the

company at any stage. However, they discovered a number of counterfeit items of other brands at different retail outlets and small shops.



Redefining the problem

Holostik's team of anti-counterfeiting experts gathered all the information about the company's products, its challenges and the market. After a thorough analysis of every minute detail, the experts came up with the final draft of the problem and customised feasible solutions for the same.



Suggesting a potential solution

Holostik offered two different tailor-made options for securing Kajaria's plywood from counterfeiting.

Option 01



The first option had a security label with (overt) physical features for authentication and the second one had a security label incorporated with both physical and digital solutions (QR-code).

Option 02



Among the two, the latter had the capability to not just physically & digitally authenticate the product but also track and trace it throughout the supply chain.





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Selecting and implementing the solution

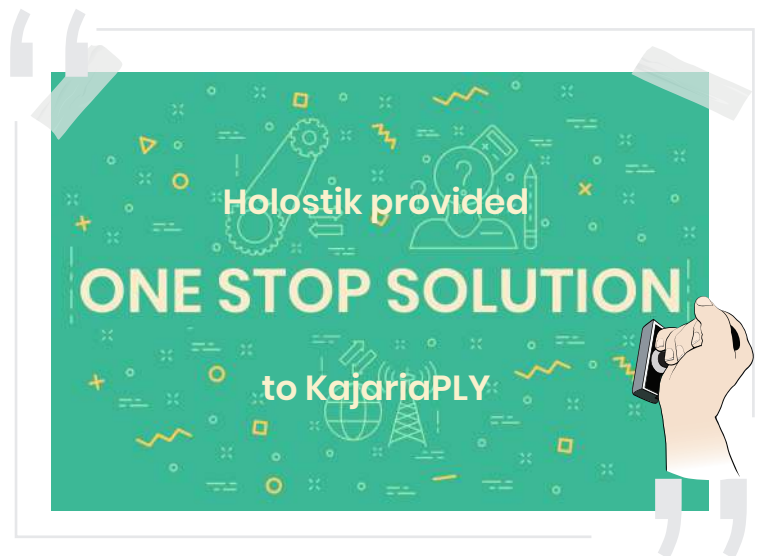
KajariaPLY opted for the second option as it offered enhanced security of digital authentication along with physical authentication.



Tracking results

The high-security customised labels offered by Holostik have proved to be a boon for KajariaPLY. Subrajit said, "The implementation of anti-counterfeiting solutions has helped us in not just preventing duplication but also in determining product location, billing date and time throughout the supply chain. Since all this information is stored in the QR code it helps us to successfully track & trace our products with ease."

"We know that Holostik is a leading name in anti-counterfeiting solutions and has a legacy of securing multiple industries. We had sessions with the anti-counterfeiting experts of Holostik and finally decided to avail the anti-counterfeiting solution we are currently using. Since we wanted a



Moreover, I liked the quality, services, flexibility offered to us." said Subrajit.



Suggesting improvement



Holostik regularly conducts feedback sessions with KajariaPLY for enhancing the efficiency of its products. KajariaPLY is quite satisfied with the product quality and services offered by Holostik and hopes to implement QR code enabled loyalty management system in near future.