

# THE VERITECH NEWSLINE

Issue #1 . JUL - SEP 2020 . Shriram Veritech Solutions Pvt. Ltd.

## Veritech News

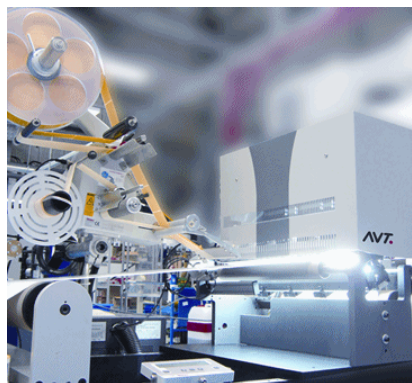
### Veritech achieves highest ever production of labels

Veritech has proven its resolve yet again, and has bounced back with renewed zest and much more determination than before by achieving the highest ever production of labels in the month of August. This has been made possible by the concerted efforts put in by all the teams who have given their best even under the current stressful and uncertain circumstances.

Veritech congratulates all its teams, and hopes that they shall continue to extend their valued support to drive Veritech to even greater heights.



### Veritech acquires new AVT Inspection System



The new AVT system offers 100% automatic inspection of printed information that is variable in nature, such as serial numbers and QR codes.

A reliable inspection system is pivotal to always maintaining a high standard of precision in our products and keeping them error-free. Keeping this in mind, we have recently acquired a fully automatic print inspection and quality control system from Advanced Vision Technology Limited, a recognized leader in the manufacture of engineering & control systems.

This system can automatically scan for errors and verify printed variable information such as bar codes, serial numbers or QR codes which are a part of our Veritech+ solution, thereby remarkably reducing the possibility of any errors. Routine print quality inspections can also be done using this system.

### Veritech produces label for Dabur's new product

Based on data from the India Brand Equity Foundation, FMCG is the 4th largest sector in India's economy and generates employment for more than 3 million people in downstream activities. This of course translates into a very positive outlook for the FMCG packaging market - one of Veritech's core strength areas.

Veritech has recently manufactured the labels for a new cold pressed mustard oil launched by Dabur India Limited. This is a very important breakthrough for Veritech that will give a major leverage to our brand positioning in the FMCG segment.



## In this issue...

### Veritech News Page 2

- Launch of Veritech's new Website
- Veritech gears up: Back to functioning at full capacity

### Around the World Page 3

- Amazon Expands its Anti-Counterfeiting efforts after Bezos faces heated questions
- How China's criminal enterprise of counterfeit products has affected the Indian and world economy

### Counterfeiting News Page 4

- Copycat COVID Products - The New Face of Counterfeiting
- The menace of counterfeit drugs that India must fight

### Tech Bytes Page 5

- Molecular Traceability
- Automated Quality Inspection

## Veritech News

### Veritech gears up: Back to full capacity from July

In the past few months, India's GDP has taken a major hit, mainly because of the nearly zero growth in manufacturing and construction sectors. One of the most severe lockdowns in the world has taken an obvious toll on the economy. Now that the restrictions are slowly being eased, businesses and manufacturing units are bracing themselves to take this economic slump head-on and bounce back to the same capacity of operations as before.

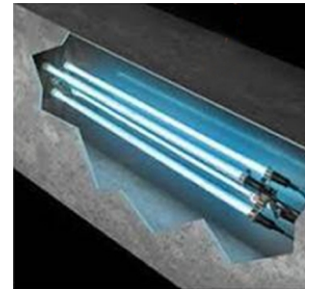
Team Veritech too, has proven that hard work, determination and persistence never go unrewarded. We are pleased to announce that Veritech has emerged stronger than ever through this very unprecedented and long period of crisis. Since the month of July, we have started operating at our full capacity. Not only that, our production volumes too have normalized and are growing by the day. We sincerely thank our teams for standing strong through this crisis and leading Veritech towards the path of exponential growth.

### A safer workplace : UV lamps & face recognition

As we all know by now, the COVID-19 pandemic has brought unprecedented human and humanitarian challenges for workplaces around the world. With the consistent and invaluable efforts of our nodal committee, we have risen to the challenge, acting swiftly to safeguard our employees and migrate to a new way of working that no one could have ever imagined.

In addition to the very stringent measures which are already in place in our office and factory premises to prevent the spread of COVID-19, we have added two more layers of safety for the benefit of our employees. One of them is equipping all our air conditioning ducts with Ultraviolet (UV) lamps.

The UV light sterilizes the ducts against many types of viruses, bacteria and other harmful pathogens, including the novel corona virus. This means that employees will get a safe and sanitary air to breathe in the office and factory areas.



In addition, we have also eliminated usage of the fingerprint scanner for employee attendance and replaced it with a touch-less, biometric face recognition attendance machine. Now employees can reach from the entrance to their workstations without touching a thing.



### Launch of Veritech's new Website

After months of brainstorming, hard work and dedication, Veritech officially announced the launch of its brand new website on the 8th of September, 2020. The new site faster, more intuitive and user friendly, and is sure to work wonders for brand Veritech in the time to come.

Veritech's goal with this new website is to enable our site visitors to learn and find useful information about our products and services. The site gives its users an in-depth look at who we are, how we work and what our areas of expertise are, thus enabling individuals and organizations to make informed decisions. The website also showcases case studies, blog posts and the latest news stories relevant to brand security, as well as an access controlled knowledge base of technical documents for various industry segments.



The new website is also integrated with our social media platforms so we are always connected with our clients via our regular posts and updates. The vibrant colors & graphics, simplicity of information and the overall ease in navigating the website will take our brand visibility to a whole new level.

### Employees of the Month

July 2020



**Shri Satveer Kumar**  
Admin Department

August 2020



**Shri Mahesh Chand**  
Admin Department

#### Veritech welcomes...

**Mr. Manoj Kumar**  
Security Officer, HR & Admin Department  
Joined us on July 1, 2020

#### and bids adieu to...

**Mr. Anil Sabharwal**  
Senior Manager - Exports

## Around the World

### Amazon Expands its Anti-Counterfeiting Efforts

One of Amazon's main anti-counterfeiting efforts is expanding globally — a reminder that when it comes to retail, especially e-commerce, the problem of fraud and fake products respects no boundaries. The program, called Project Zero, launched in 2019 and is designed to ensure that customers always receive authentic goods when shopping on Amazon. More than 10,000 brands — from large, global brands to emerging entrepreneurs have already enrolled in Project Zero.

Now Project Zero is expanding to seven other countries: Australia, Brazil, Netherlands, Saudi Arabia, Singapore, Turkey, and the UAE. In total, Amazon has brought its Project Zero to 17 nations. According to Amazon, Project Zero combines "Amazon's technology, machine learning, and innovation with the sophisticated knowledge that brands have of their own intellectual property so we can together drive counterfeits to zero."



*Amazon CEO Jeff Bezos recently faced heated questions from lawmakers about counterfeit goods.*

According to Amazon, Project Zero uses three key components to protect brands:

Amazon's automated protections proactively and continuously scan more than 5 billion attempted daily product listing updates globally to look for suspicious listings. These automated protections are powered by Amazon's machine learning and are continuously fed new information.

Amazon said it has invested significant resources over the years to proactively prevent counterfeits and continue to innovate and build technology-based solutions. Project Zero goes further with a self-service tool to empower brands and provides them with an unprecedented ability to directly remove listings from our store. These removals also feed into Amazon's automated protections, so the company can better catch potential counterfeit listings proactively in the future.

Product serialization is enabled by a unique code that brands apply within their manufacturing or packaging process, and it allows Amazon to individually scan and confirm the authenticity of every single purchase of a brand's enrolled products from Amazon's stores.

### China's criminal enterprise of counterfeit products

China has mastered the art of copying and it has now become part of its culture. Contrary to the Indian value system, China rather takes pride in this criminal enterprise of counterfeit products. Forbes magazine has surveyed that counterfeit goods worth over Rs 127 lakh crore are sold annually across the world and it is more than the economy of Canada, Russia, South Korea, and Australia.

Surprisingly, 80 percent of these counterfeit goods sold globally are made in China, which sells 60 to 80 percent of these products merely in countries like America, thereby, weakening the economy of those nations from where it actually copies the products.

The DNA analysis delves deep into China's criminal enterprise of counterfeit products to unearth the facts. China has evolved itself to produce a copy of any product from coffee to cars.

By the year 1985, the total number of cars in China stood at 5200 as the majority of Chinese people did not possess a car. They were not allowed to own a private car, according to the Communist culture of China, but now the number of vehicles in China is more than 270 million. This number is more than the number of cars present in the entire continent of Europe.





## Counterfeiting News

### Copycat COVID Products - The New Face Of Counterfeiting

We as consumers were caught off guard at the inception of this pandemic, as an impulse to create stock piles of groceries, medical supplies, drugs etc. reverberated throughout the country. Despite reassuring claims of the government and manufacturers picking up the production pace, deep seethed fear amongst the public was palpable and some viewed this as a lucrative opportunity to cash-in upon this distress. While India continues to fiercely battle the novel coronavirus, the looming threat of counterfeiting rises consequentially and the market faces an onslaught of counterfeit products, especially drugs and medical supplies, thereby causing distraught to the public and manufacturers alike.

Pharmaceutical counterfeiting poses as double threat as there is an element of imminent threat to human life. Interpol conducted a global raid titled 'Operation Pangea XIII', wherein counterfeit hand sanitizers, face masks and antiviral drugs were seized, amounting to USD 14 million from 90 countries. Close to 2,500 web links, including websites, social media pages, online marketplaces and online advertisements for illicit pharmaceuticals were blacklisted.



*Cops seize a massive quantity of hand-sanitizers during a factory raid in Palghar near Mumbai.*

Fearing its ripple effect in India, the CBI issued warnings across all States and Union Territories to maintain a strict vigil for counterfeit gangs selling hand sanitizers containing methanol, a highly-toxic substance as its base as opposed to ethanol. Things took a turn for the worse, when the market saw an influx of 'opportunists' selling similar products under deceptively similar brand names.

### The menace of counterfeit drugs that India must fight

India imports around 70% of its raw materials which include active pharmaceutical ingredients for the manufacture of essential drugs from China, the fraying of ties with which has transformed the course of the country's pharmaceutical business. Even as we promise to "Make in India", we will have to take tough decisions as far as our drug dependence and domestic market are concerned. While the government is working towards making India self-reliant, a potential shortage of drugs and an inward-looking approach could pose another challenge — the perils of counterfeit drugs. Domestically-produced generics have often come under the scanner for failing quality tests. A World Health Organization (WHO) report in 2017 said, "About 10.5% of medicines sold in low and middle-income countries, including India, are substandard and falsified." This is especially alarming at a time when the world is anxious about the adequacy of basic medicine supplies, given the reduced production and increased demand mostly everywhere.

India has been battling the challenge of substandard drugs for a while. As of now, many well-reputed drug firms unfairly find themselves at the receiving end of anger over scandals involving fake drugs being recalled that they had nothing to do with. What's worse is the lack in clarity of filing a criminal case against the counterfeit drug seller or medicine shop.

At a time when we are talking about making India self-reliant, we must not forget that we have also had feedback from drug regulators around the world for discrepancies in our manufacturing quality. What India needs is a regulatory mechanism that not only promises an influx of innovative drugs from around the world, but also ensures that our patients have access to superior quality products. Combating counterfeit drugs should be a key objective of the exercise.



## Technology

### **Molecular Traceability** Emerging Technologies in anti-counterfeiting

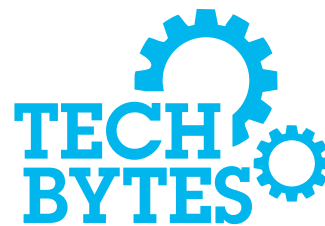
In today's times of rapidly evolving technology, consumers are increasingly connecting with brands that openly share an accurate account of supply and distribution chain activities. Product origin, purity, authenticity, sustainability - if a brand can certify these, it has a distinct advantage over the competition. Adding brand, lot or per-product traceability to items and packaging is the first step toward supply chain transparency.

#### What is it?

Molecular inks are created with the addition of a unique, secure molecular tag to the inks. These tags facilitate traceability of products and packaging, enabling the forensic certification of origin, authenticity, provenance, quality, integrity and sustainability among other information.

#### How does it work?

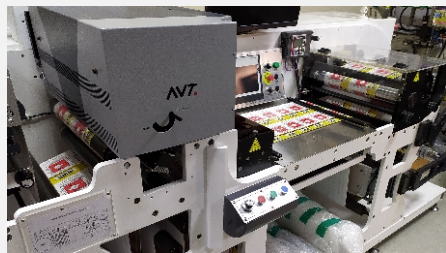
Integrating the power of molecular ink traceability into a new or existing production line is quick and seamless. A specialized printer is used for this which accepts a secure smart cartridge loaded with molecular ink that has unique tags for each customer application. The product code or lot code is then printed using this molecular ink on to the product or packaging, after which it works just as our Track & Trace solution. This includes data capture in a secured database and blockchain compatibility.



### **Automated Quality Inspection** Keeping up with the increased demand for packaging

The world as we know it has changed, and so has the way we all work. No industry has gone unscathed. While industries like hospitality and travel are suffering across the board from plummeting demand, that's not the case across the packaging industry, in fact, we know that it is experiencing the opposite trend. They say the pandemic has increased demand for packaging and labels, especially for food products and pharmaceuticals. Yes, this presents an opportunity, but meeting the increased demand during a pandemic also poses unique challenges.

Higher demand can be a mixed blessing when accompanied by staffing uncertainty, and the current pandemic has made the workforce especially volatile. Whether state-mandated or simply good practice, social distancing protocol requires that physical distance be maintained between workers, but it can be a challenge to distance workers while manning all machinery on the floor. Packaging manufacturers are often forced to reduce the number of workers onsite at a given time to avoid crowding, moving to half-shifts or other spacing solutions that make it much more difficult to maintain, let alone increase production levels.



With all these pressures to work faster and produce more with fewer people onsite, it becomes much harder to also maintain the needed production quality – to identify print mistakes and colour inconsistencies and perform other quality control tasks. And that's assuming the personnel who are onsite at any given time are skilled enough to properly handle print quality and print inspection systems. The latest developments in inspection automation bring connectivity to pre-press and ERP systems, so that the inspection setup is automated, and inspection begins automatically when production starts. This eliminates human errors and ensures that high quality standards and inspection parameters for any produced job and order are maintained.

With automated inspection, production managers can maintain social distance while still controlling and managing quality inspection on the floor and ramping up production. Investing in automation will help converters continue to produce quality packaging and support their clients in these challenging times. And remember, the pandemic won't last forever. Automation will also position converters for continued high-quality production and growth once the world returns to normal, whenever that will be. In good times, like the current tough ones, automated print inspection is vital to powering up production capabilities and strengthening competitive edge.

## Time Out

### Unlock 4.0 guidelines

**Metro to start on September 7, no state lockdowns outside containment zones**

The Centre's step-by-step opening up post-coronavirus lockdown is set to see major relaxations in Unlock 4.0, which was unveiled on Saturday.

Metro services will start from September 7, larger gatherings will be allowed in a limited manner from September 21, while senior students can come to schools on a voluntary basis. The Centre's step-by-step opening up post-coronavirus lockdown is set to see major relaxations in Unlock 4.0, which was unveiled on Saturday.

The guidelines issued by the Union Ministry of Home Affairs say that states can no longer impose lockdowns outside containment zones without the Centre's permission and must not seal borders.

Metro trains will run for the first time since March starting September 7, "in a graded manner" while social, academic, sports, entertainment, cultural, religious and political functions can be held with a maximum 100 people from September 21. The Centre has also allowed operation of open air theatres from September 21.



It would cost a whopping US\$ 38 Trillion if we needed to create oxygen for 6 months for all human beings on earth. Trees do it for free.



### Become a Veritech Reporter!

We are seeking contributions for our quarterly newsletter. If interested, you can submit relevant news (50-200 words), informative articles (500 to 800 words) or any special happenings or achievements right here at Veritech. All articles should be submitted in Word format and must include data source references if any market related data or figures are present. All submissions must be made by the 15th of each quarter ending month. (Mar/ Jun/ Sep/ Dec)

### Quotable Quotes

“ Permanence, perseverance and persistence in spite of all obstacles, discouragements and impossibilities: It is this that distinguishes the strong soul from the weak.”

Robert Carlyle  
(1795 – 1881)

British historian, writer, essayist, philosopher, mathematician, and teacher.

### SHRIRAM VERITECH SOLUTIONS PVT. LTD.

Plot No. 39, Ecotech Extension Part - I, Greater Noida - 201 306, Gautam Buddh Nagar (U.P.), India.  
Tel.: +91 120 450 3300 / 01. Fax: +91 120 4503313. [www.veritech.in](http://www.veritech.in) | [www.veritechplus.com](http://www.veritechplus.com)