

ASPA Report ‘The State of Counterfeiting in India 2021’



Authentication Solution Providers’ Association (ASPA) has released the latest edition of its report ‘The State of Counterfeiting in India – 2021’ which highlights the trends of counterfeiting incidents reported in India for the period January 2018 to December 2020, with special emphasis on cases reported in the year 2020.

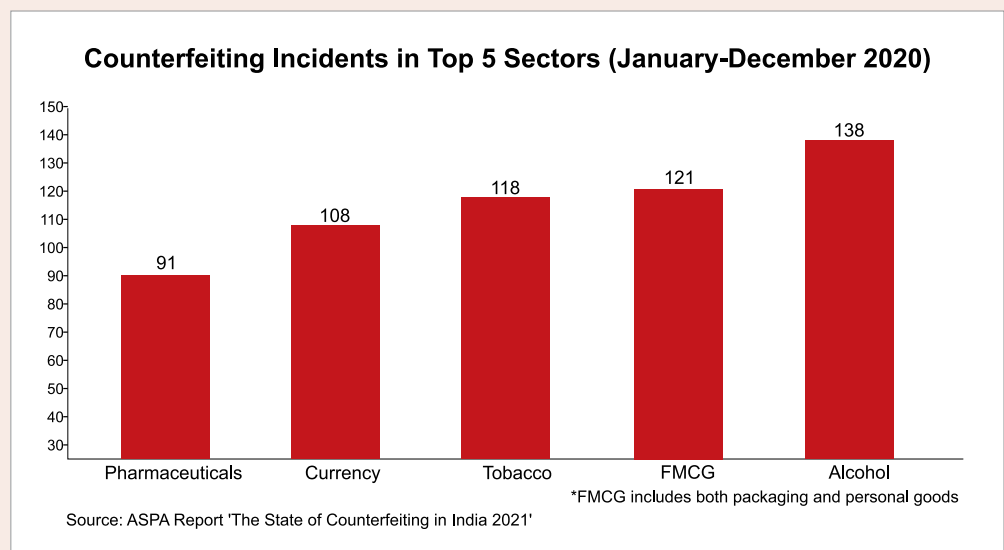
According to this report, counterfeiting costs the Indian economy INR 1 trillion every year. “In fact, one in three Indian adults have been victims of fake products from one or the other e-commerce websites, making online counterfeiting the fastest growing crime,” notes the report.

Key Findings

- Counterfeit incidents increased by average 20% in the last three years (between 2018-20). In 2020, 666 cases were reported with an increase of 96 cases compared to 2019 (570).
- Most vulnerable industries and products, needing special attention are Alcohol, Tobacco, FMCG Packaged Goods, Currency and Pharmaceuticals. These five industries constituted more than 84 percent of reported counterfeit incidents.

Uttar Pradesh, Rajasthan, Madhya Pradesh, Jharkhand, Haryana, Bihar, Punjab, West Bengal, Maharashtra, Odisha, Delhi, Chhattisgarh and Karnataka are the top ten States in terms of number of counterfeiting incidents reported.

- Tobacco faced the highest jump in 2020 over 2019 and 2018. According to a query response raised in the Lok Sabha, Indian authorities seized illegally imported cigarettes worth INR 1,772 crore between April 2020 and February 2021. That compares with seizures worth INR 187.6 crore in the previous financial year.



Reasons for Rise in Counterfeiting

- ❑ **No specific legislation to address counterfeiting:** India has a robust legal framework for combating counterfeiting and piracy, but a lot still needs to be done to simplify the enforcement procedure (as there is no specific legislation to address it).
- ❑ **Challenges in enforcement and execution:** Although a small number of India's state authorities, including Maharashtra and Telangana, continue to operate dedicated crime enforcement units, other States have not followed suit or face organizational challenges. Further, slow execution encourages the criminals to continue their fraudster activities.
- ❑ **Non-adoption of technologies leading to Identification:** Many times, in absence of anti-counterfeiting technologies, it becomes difficult for the Police and the Enforcement & Investigative officers to identify the difference between genuine vs. fake, which further results in weak FIR and loopholes in evidence.
- ❑ **Need clarity on regulations:** Pharmaceuticals, Tobacco and Alcohol: The brand owners need to be more aware.

Formed in 1998, Authentication Solution Providers' Association (ASPA) is a non-profit organization, working to build up a world class environment that supports the advancement of authentication ecosystems in India against the counterfeiting activity and illicit economy.

In words of ASPA, "As a nation, we now face a serious threat and challenge from the illicit economy. Illegal activities slowed industrial growth, thus affecting producers, and stunted revenue, hitting job growth. Consumers were the ultimate victims of counterfeiting, smuggling, and piracy as they paid excessive prices for substandard products that also increased exposure to health and safety risks. To fight the crime of the 21st Century, the involvement of all stakeholders is important and therefore, we must maintain all that we can do to prevent it."

Report: MP among worst counterfeiting hit States
Wednesday, 09 June 2021 | Staff Reporter | Bhopal

Counterfeiting incidents up by 20% in three years: ASPA report
By Dibyajyoti Sarma (/Author/Profile/AuthorName/Dibyajyoti-Sarma/AuthorId/32) 09 Jun 2021

Observing the World Anti-Counterfeiting Day on 8 June, the Authentication Solution Providers' Association (ASPA), a self-regulated industry body of anti-counterfeiting and traceability solutions providers unveil the latest edition of its report 'The State of Counterfeiting in India – 2021'. The aim is to create awareness amongst

ASPA Report 'The State Of Counterfeiting In India 2021'

The Association is working with FICCI (CASCADE), CII, ACMA, Indian Beverage Association, Pesticides Manufacturers Association of India (PMFAI) & other leading industry bodies.

FMCG, pharmaceuticals among sectors most affected by counterfeiting: Report
By: FE Online
June 10, 2021 7:04 PM

The report stated that criminals took advantage of the rise in the demand for hygiene products and health supplements created during the coronavirus pandemic and contaminated the market by selling fake and sub-standard products.

Food Safety & Traceability
ASPA releases report on 'The State of Counterfeiting in India'
The report builds awareness on the economic & societal impact of counterfeiting

From liquor to cigarettes and even medicine: counterfeiting on a new high in India
The number of counterfeit incidents in India has increased by 20% in recent years
By K. Sunil Thomas | June 10, 2021 13:42 IST

Counterfeiting Incidents surge during 2018-2020: ASPA
New Delhi: Counterfeiting incidents have surged in the country and during January 2018-December 2020, there have been a 20 per cent rise in such incidents, according to a report by Authentication Solution Providers' Association (ASPA). ASPA is a self-regulated industry body of anti-counterfeiting and traceability solutions providers.