

# CASE STUDY: BRAND PROTECTION

INDUSTRY: AUTOMOBILE

PRODUCT: BEARINGS



## Introduction

A globally renowned bearing company engaged us to provide brand protection services to curb the throbbing market of its counterfeit products.

## Methodology

Our investigative team conducted an exhaustive vigilance and scanned the market to identify the manufacturing hub including the raw material supplier(s) and printing unit(s) for counterfeit packaging.

This was followed by:

- Surveillance on the identified spot(s) based on preliminary investigations
- Procurement of the spurious product through pretext purchase
- Liaison with Enforcement Authority(s) and Media coordination
- Enforcement Action; raids etc.
- Post Enforcement Legal Aid

## Result

Mammoth quantity of counterfeit goods (worth INR 1.5 Crore) along with the manufacturing unit and the packaging material was seized amidst the protest of the market association.

### Challenge:

Clients reputation was at stake following the rise of counterfeit product manufacturers in the country. We were asked to initiate enforcement action while unearthing the production & distribution network for counterfeit products.

### Benefits:

- Protection of Brand Image
- Increase in market share
- Created a deterrent in the market for anti-counterfeiting activities

For more information:

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