

# CASE STUDY: BRAND PROTECTION

INDUSTRY: FMCG

PRODUCT: LIFE STYLE ACCESSORIES



## Introduction

Our Client, a leading FMCG manufacturer experienced enormous reduction in the sales volume of its lifestyle accessory product in India and suspected the availability of counterfeits. The Client tasked us to trace the complete supply chain to conduct enforcement action

## Methodology

Our investigative team conducted a market scan to check the availability of the suspected counterfeit in the market. This was followed by the identification of the entities involved in the supply chain & the distribution network.

This involved:

- Surveillance on the identified spot(s) based on preliminary investigations
- Procurement of the spurious product through pretext purchase
- Liaison with enforcement agency(s)
- Enforcement Action; raids etc.

## Result

Seizure of the counterfeit product manufacturer helped the Client to retain its sales volume and protect its brand value.

## Challenge:

Protecting the brand image in itself presents a huge challenge to any manufacturing unit. This when followed by spurious manufacturing & distribution of Clients product by counterfeit companies by overlooking legal technicalities, makes the task even more difficult. Considering the same aspect we were asked by the client to provide brand protection support to help protect the clientele.

## Benefits:

- Protection of the Brand Image in the Consumer Market
- Increase in Sales

For more information:

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