

**Corporate Name**

Marico Ltd.

**Problem Statement:**

Real time Identification of counterfeits of Marico products in the market

**Overview:**

The project will aid the legal/CUC/Sales team to identify counterfeits in the market on a real time basis. These teams are constantly in the market and liaising with stakeholders to reach counterfeiters and ensure stoppage of these activities and legal actions. Counterfeiting and issues of fake/duplicate products in market accounts for huge financial losses to the organisation.

**Objective:**

We are looking for a solution to identify counterfeits of our products in the market through a mobile application.

- Automation of the backend check, basis the production details
- Making use of a technology that would easily identify the authenticity basis the product images/bottle scans while in market

Below is the flow/ example:

- When a field-force member submits the product details & pictures, the details are auto checked basis the production details which is updated from the backend
- Member can either scan the bottles/upload the pictures, and these would be analysed in the system by making use of a superimpose technology, which would then highlight the deviations in the images
- The notifications of the packs which are confirmed to be counterfeits should be highlighted in RED

Basis these checks, a final auto-report would be generated, confirming on the authenticity of the product

**Technology**

Image processing to identify duplicates/counterfeits

OCR technology (if any)

Integration of this module/feature/app with current mobile application

**Sharing a few counterfeit pack images for your reference**







