

PRODUCT COUNTERFEIT MANAGEMENT



Overview

The advent of COVID-19 has emphasised the impact of product counterfeiting across industries like never before. With retailers accelerating digital transformation initiatives, however, ease of selling anything online has allowed counterfeiters to infiltrate marketplaces and social media alike .



Revenue Losses

Consumer electronics and electricals is the fastest-growing category in the counterfeiting industry, leading to **loss of sales and profitability**



Organised Crime

Income from product counterfeit can be used to fund **crime, terrorism, human trafficking, child labour, drug smuggling, and threat to national security**



Brand Health

Negative perception of genuine brand spread through social media leading to **loss of customer trust in market and reputation in market**

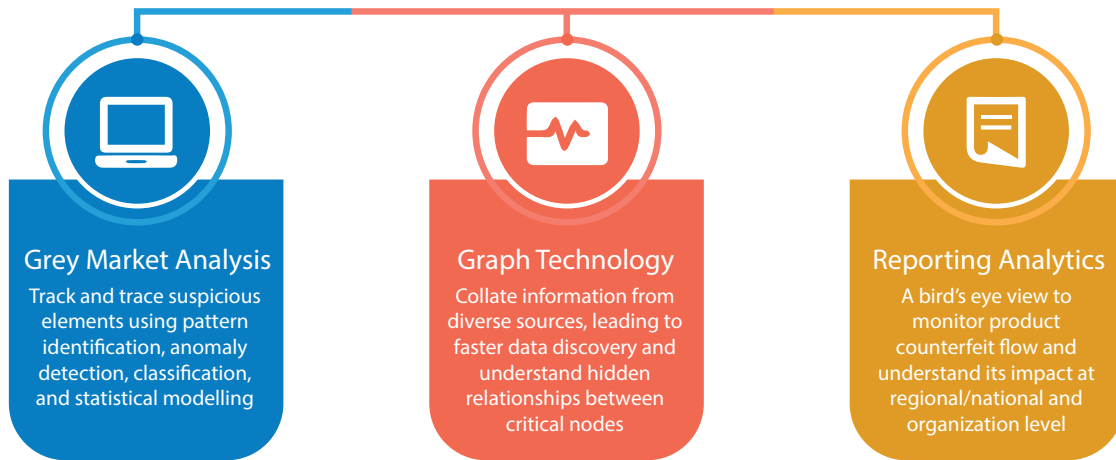


Health and Safety

Counterfeits are **non-compliant** against global standards, leading to thousands of **injuries and fatalities** to end consumers

Our offerings

Infosys BPM implements proactive and rigorous anti-counterfeiting measures to establish a secure and robust branding strategy, leading to improved profitability and customer experience.



Benefits and features

We protect revenue and customer trust by ensuring they have the right product in their hands.



Trace counterfeit supply chain



Data-driven evidence



Improved profitability



Grey market detection

For more information, contact infosysbpm@infosys.com

Infosys[®]
Navigate your next

© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.