



TRAEZ

Unlocking the Future of Supply Chain Management

Presented By: LDI HACKOS



₹22K-CR BIZ

➤ The Indian counterfeit product industry is worth about Rs 1L cr, and it dents the govt with tax losses of Rs 40,000cr. The fake auto parts business is alone worth Rs 22,000cr

➤ Beverages, computer hardware, FMCG, tobacco and alcoholic beverages are among the top sectors that are battling fakes, with the FMCG segment having a counterfeit product share of as high as 30%

➤ This grey market for is said to be both local- as import-driven



Eleoma is reluctant to be precise about direct savings but confirms that cost reductions have been achieved. "Of more importance to us at the moment," says Bert van Tussenbroek, a director of Eleoma, "is that we can now react faster to market changes."

In its study Booz, Allen has produced considerable evidence to support its case that Western companies generally managed the supply chain rather badly while Japanese companies — there were 550 in its sample — were most often successful.

In the automotive industry, for example, the average annual stock turn in Japanese component suppliers and assembly companies was consistently between two and



THE NEWS WITH SHEPARD SMITH

SUPPLY CHAIN ISSUES COULD MEAN EMPTY SHELVES FOR SHOPPERS



What we solve?

Untraceable Supply Chains:

50-60% struggle to trace product journeys in convoluted global supply chains.

Counterfeit Goods Surge:

Opaque supply chains contribute to a 35% rise in counterfeit goods

Consumer Distrust Epidemic:

70-85% of consumers hesitate to purchase due to the lack of reliable information on product origins, manufacturing, and fair trade.

Unseen Industry Impact

FMCG Sector Loss:

Indian FMCG sector faces a \$200 million loss, highlighting the prevalence of counterfeiting.

Health and Tech Risks:

Medical sector sees a 47% spike in counterfeit products, with 40% of e-Gadgets posing health risks and causing revenue losses.

Top Brands Hit:

- Adidas: \$30 billion loss.
- Nike: \$8 billion loss.
- ITC: INR 20 billion revenue loss.

Main problem
arises when
manufactured
products
comes into
picture



How we solve?

Blockchain-Powered Transparency:

Utilize immutable record-keeping and real-time IoT data for an authentic product journey at every step.

Tamper-Proof Authentication:

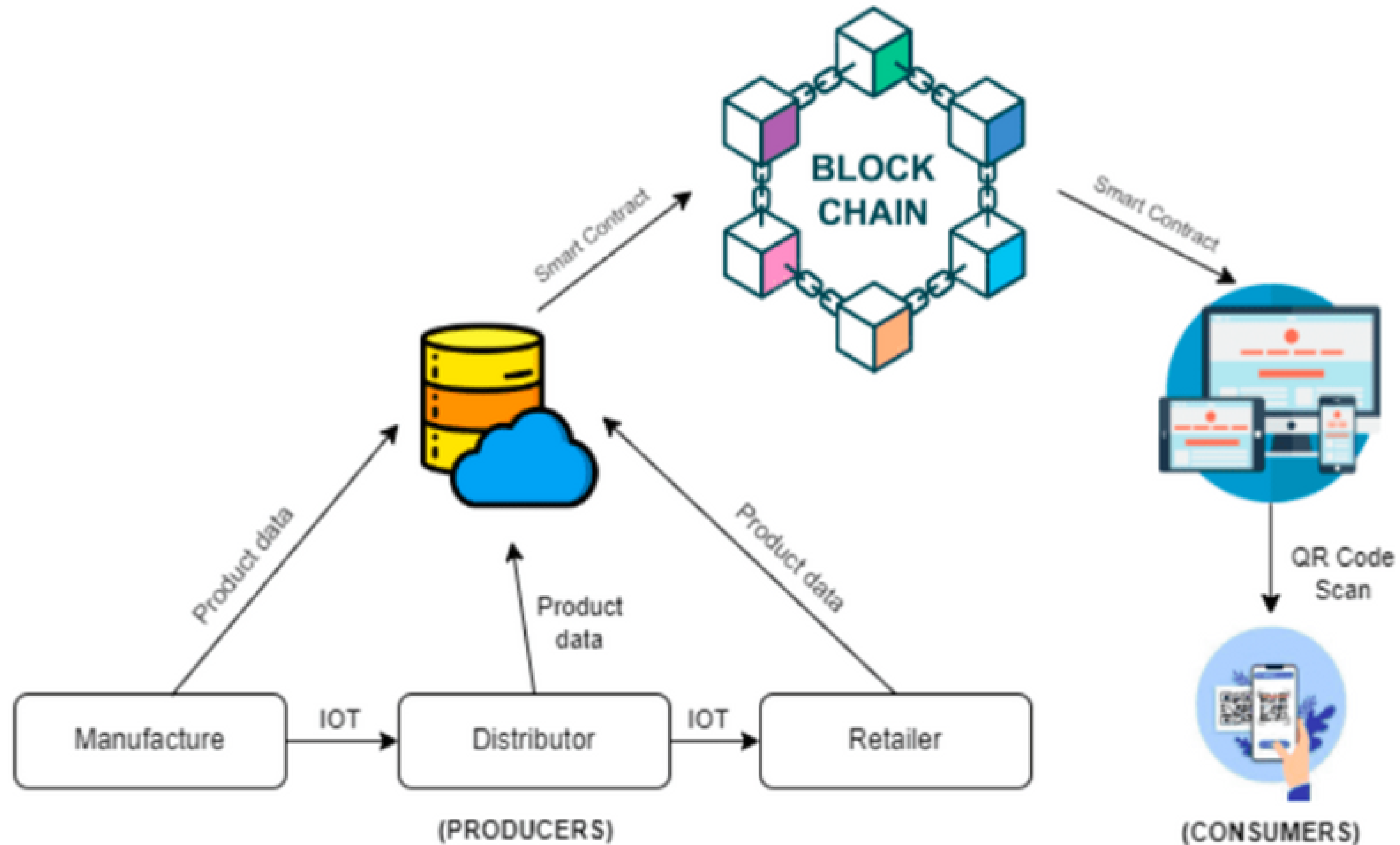
Integrate QR codes with product barcodes for tamper-proof authentication, enhancing product authenticity verification.

Consumer-Centric Platform:

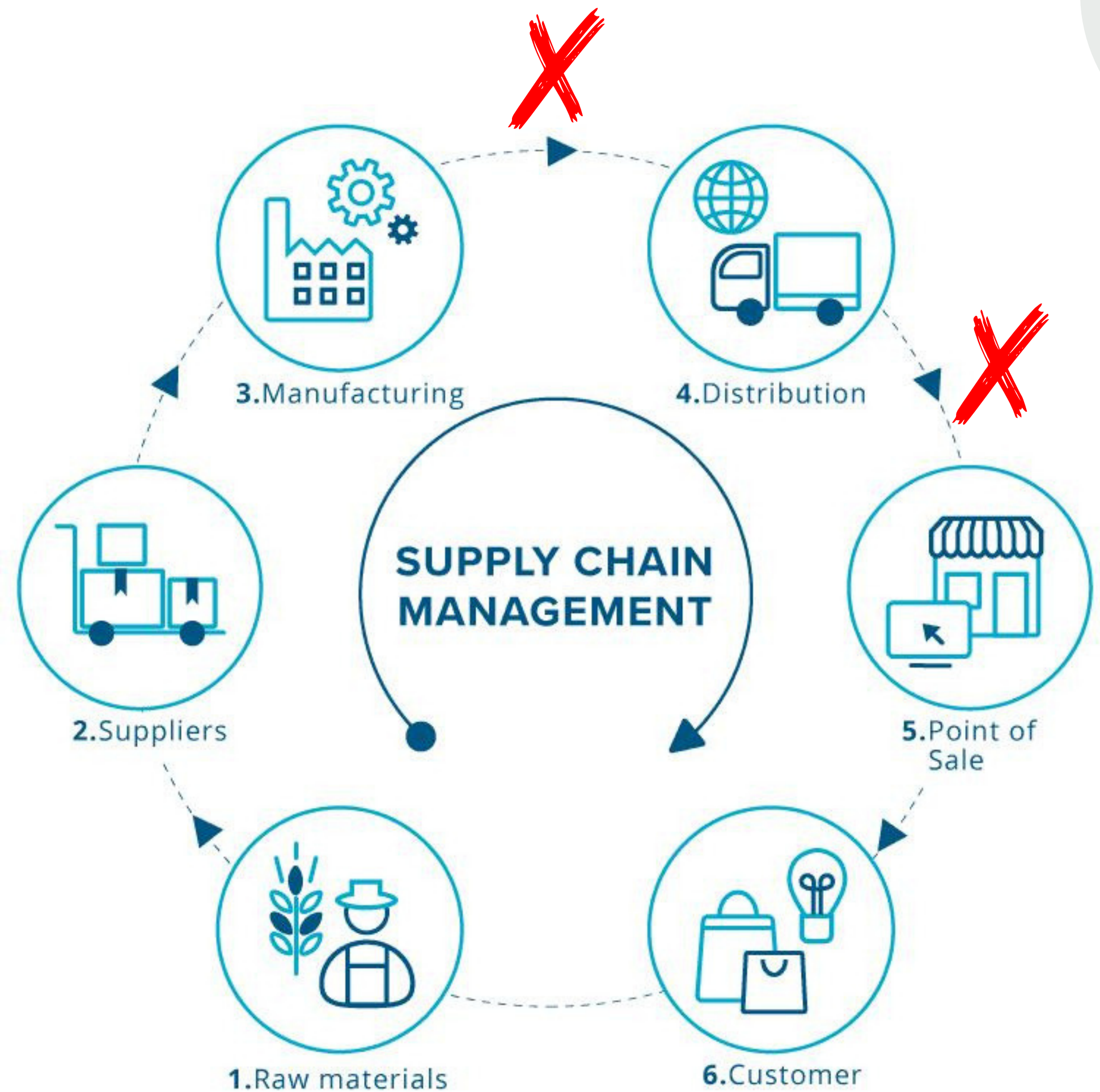
Establish a website connecting consumers and producers, offering transparent supply chain info to build trust and showcase ethical practices.



Solution Flow

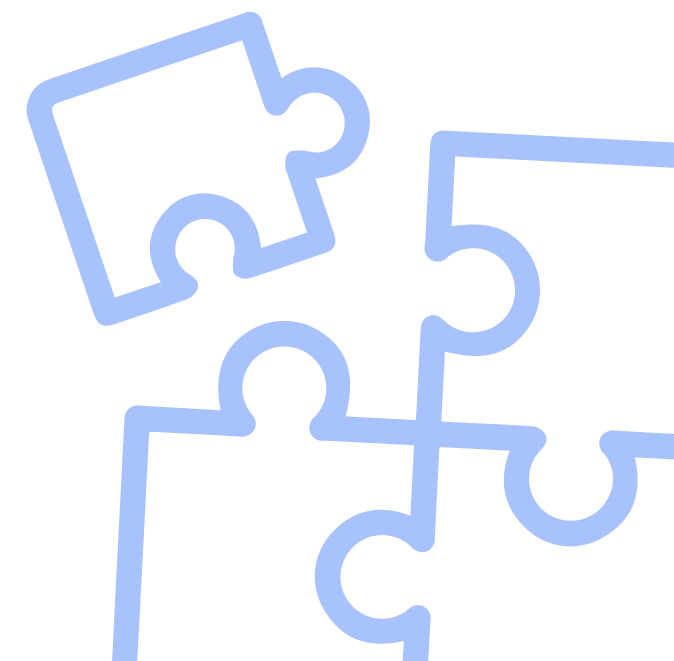


QR code and Barcode through its unique ID features, can help to prevent counterfeit





BUT WHAT IF !

- Original Product has been replaced with fake product.
 - Replacement of QR.
 - Introduction of new QR.
 - Using already used QR
- 

Unified Anti-Counterfeiting System(Single Algorithm):

1. **QR Code Deterrent:** QR code integration deters counterfeiting by impacting both covering and product.
2. **Barcode Synergy:** Leveraging the existing barcode, QR fetches a hash value, fortifying the anti-counterfeiting system.
3. **Hash Authentication:** Decoding and mapping hash with QR ensures reliable product authentication.
4. **Comprehensive Solution:** Integrated system serves as a unified, effective countermeasure against counterfeiting.

Solution **Impact**

1.Economic Boost:

Drastically improves the Indian economy byfostering transparent and trustworthy transactions.

2.Consumer Clarity:

Reduces confusion, aiding customers in making informed decisions and purchasing the right products.

3.Brand Retention:

Preserves product brand value, ensuring market competitiveness and preventing market share loss.



Future Scope

Consumer Concerns:

95% globally worry about product authenticity. Our transparent supply chain is the fix.

Global Savings:

Resilient supply chains in India could save \$450 million annually worldwide

Retail Validation:

Industry leaders like Walmart, Unilever, Nestle endorse blockchain-based supply chains for superior traceability

Pharma Impact:

Our solution tackles the 25% degradation issue in the pharmaceutical industry with IoT and blockchain

Thank You