

***Microsoft***<sup>®</sup>

# Changing Face of Counterfeiting

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# Motive and Seriousness of Counterfeit



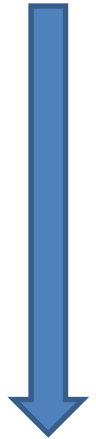
RISK



HIGH



RISK



LOW

1 Kilogram of Cocaine – INR 15 lacs  
to buy from first-tier supplier  
Street Value of INR 30 lacs  
Difference of INR **15 lacs (100%)**

1500 piece of Windows 7 – INR 15 lacs to  
buy from first-tier supplier (INR 1000 each)  
Street Value - INR 1.50 Crores  
Difference - INR **1.35 Crores (900%)**