



Combating Counterfeits in India

- *Our Experience*

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BP – Business Segments



- Production of oil & gas
- Spans in 29 countries
- Employs almost 20,000 people
- Includes production of hydrocarbons

In future, hydrocarbons will continue to provide the bulk of the world's energy.



- Manufactures energy products and chemicals derived from crude oil
- Transports crude oil and products to where they are needed
- Markets, sells and supplies energy products, lubricants and materials to consumers and industry

R&M meets needs of 15 million customers per day in over 100 countries.

BP – Business Segments



BP Brands





- 1899
In March 1899, Charles 'Cheers' Wakefield founded CC Wakefield & Co Ltd, Later to become Castrol
- 1909
Wakefield Motor Oil 'Castrol Brand' registered. This was the first use of our famous red, white and green colours
- 1968
Castrol GTX, the first multi grade oil with a 20W/50 viscosity rating, is launched- it is to become the most famous motor oil in the world.



Castrol India

- The history of Castrol in India dates back to 1910 when certain automotive lubricants from C C Wakefield & company made an entry in the Indian market.
- In 1919, C C Wakefield & company set up its first overseas branch office in India and commenced operations as a trading unit.
- Today, Castrol India limited is the second largest player in the Indian lubricant industry and is the market leader in the retail automotive lubricant segment. Castrol India is part of the BP group worldwide.
- Castrol India Limited is a Public Limited Company with 70.92% of the equity held by Castrol Limited UK (part of BP Group).

CASTROL PRODUCT RANGE

DIESEL ENGINE OIL

CRB Turbo
Tection J-Max
RX Super Max
RX Turbo
Rx Super Plus
RX Super Gas
RX Deusol Super
CRB Plus +
CRB Prima
CRB Prima Plus
Diesel Oil CRD 40 XTRA
Diesel Oil 20W-40
Diesel Oil Pumpset

MOTORCYCLE OILS

Power 1 Racing 4T
Castrol Power 1
Castrol Activ
Castrol Activ X-tra
Castrol Two Wheeler Oil
Castrol Power 1 JettX
Castrol Power 1 Super TT
Castrol 2T

PASSENGER CAR OILS

EDGE
Magnatec
GTX
GTD
GTX DIESEL
MGO
Castrol GTX CNG
Motor Oil

COOLANTS

Protector series 80W90
Protector Series 85W140
Manual Gear Oil 90 EP
Rear Axle Oil 140 EP
Extra long life Manual Gear Oil 80W-90
Extra long life Rear Axle Oil 85W-140
Protector Series Coolant
Heavy Duty Coolant
Long Life Coolant
Automatic TQD
Formula Gel Grease
Castrol AP3



Automotive Brand Details

- Major Brands
 - CRB Synthetic ; Power 1 ; Activ 4T ; GTX ; Magnatec ; CRB Turbo ; RX Super Max ; Universal Brake Fluid (UBF) ; Heavy Duty Coolant (HDC), Castrol Edge
- Most counterfeited Brands in the market place
 - CRB Plus
 - CRB turbo
 - GTX
 - ACTIV
 - Castrol RX Super max

COUNTERFEITING!

- **Most likely targets**

- Brands with strong consumer pull
- Brands commanding price premiums
- Brands with semiliterate / illiterate consumer base
- Areas where the distribution reach is weak
- Urban areas where the volume demand is very high



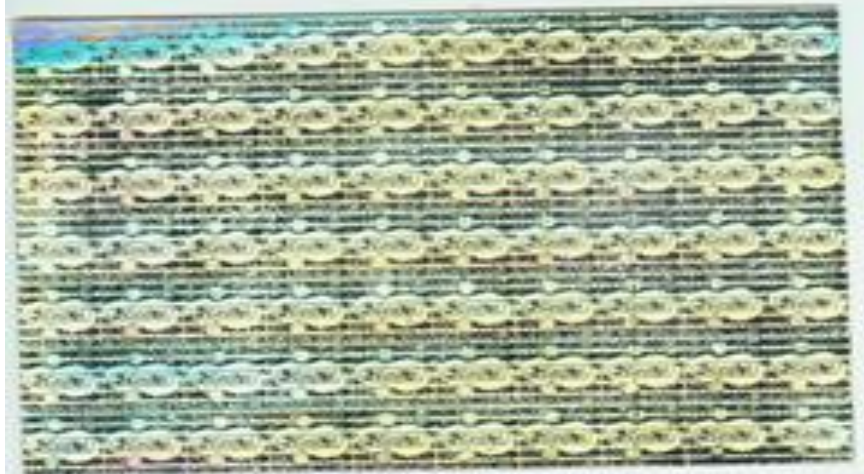
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CASTROL BRANDS

- Evolves around established brands/packs invariably of MNCs.
- Driver: “Quick / Large Profit” despite risks.
- Expertise: Creating “Look alike” at fairly lower cost.
- **THREE TYPES ARE KNOWN**
 - 1. Making completely new.
 - 2. Using once used packs. as such / with new parts.
 - 3. Using similar trademark/logo/color scheme etc.
- Note:- Anti counterfeit measures / features need to be effective & stronger to counter each type.



Duplicates / Counterfeits



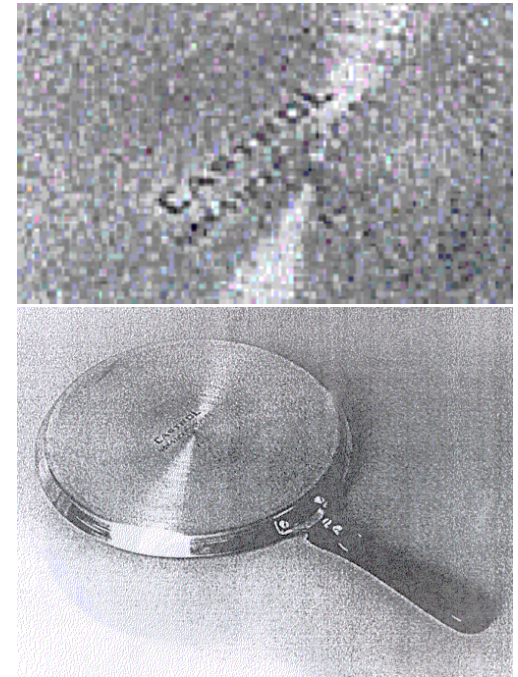


Look A-likes



LOOK-A-LIKES & PASS OFFS

- Issues relating to 'look-alikes' and 'Pass-offs.'
- No Industry is safe - counterfeit products are at large



Challenges for Anti-counterfeiting...

- LIMITED RESOURCES** & **LIMITLESS COUNTERFEITING**



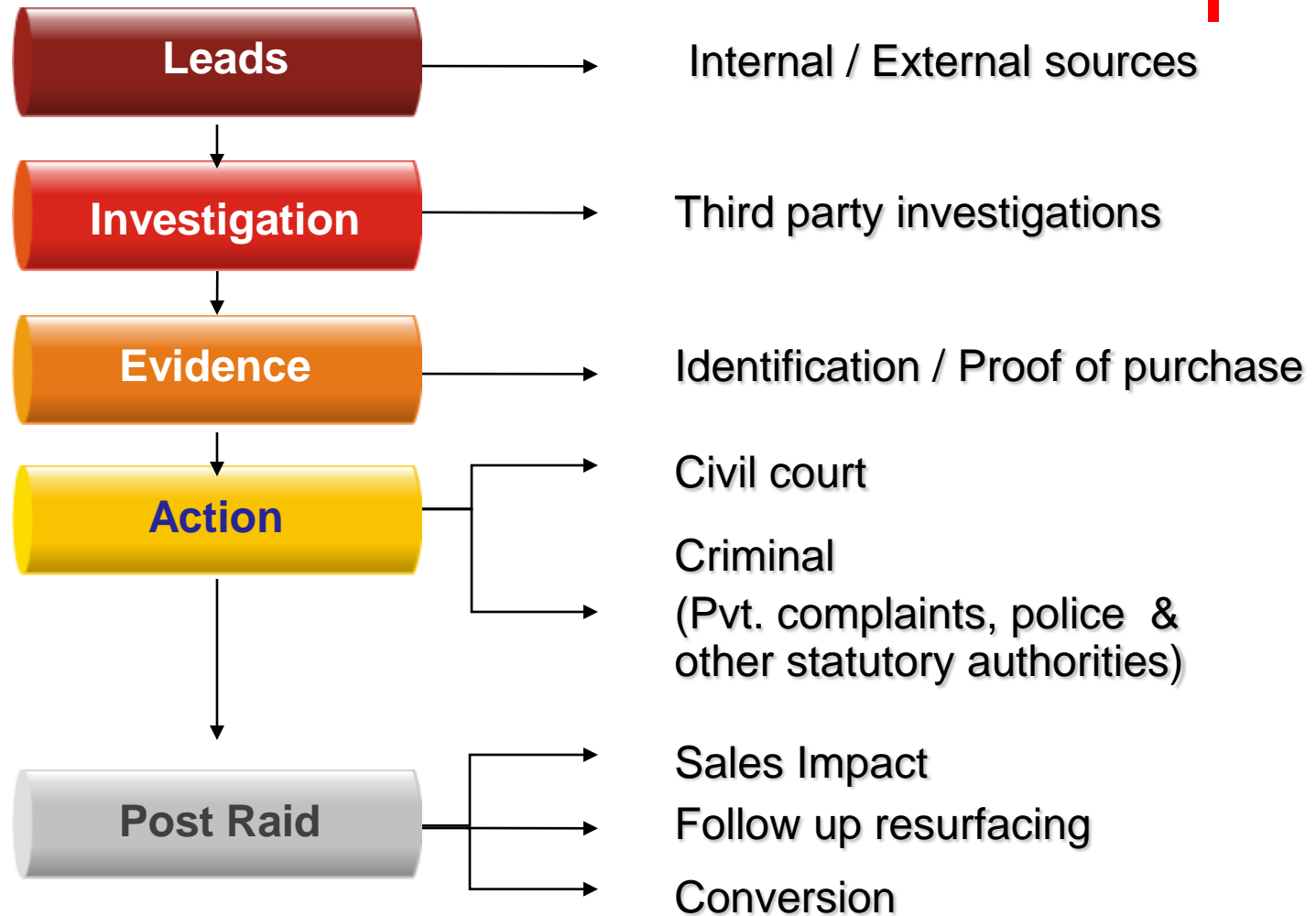
In-house Resource Cultivation

- Transition From in team to in between teams
 - Concerted efforts approach





Process Flow Chart



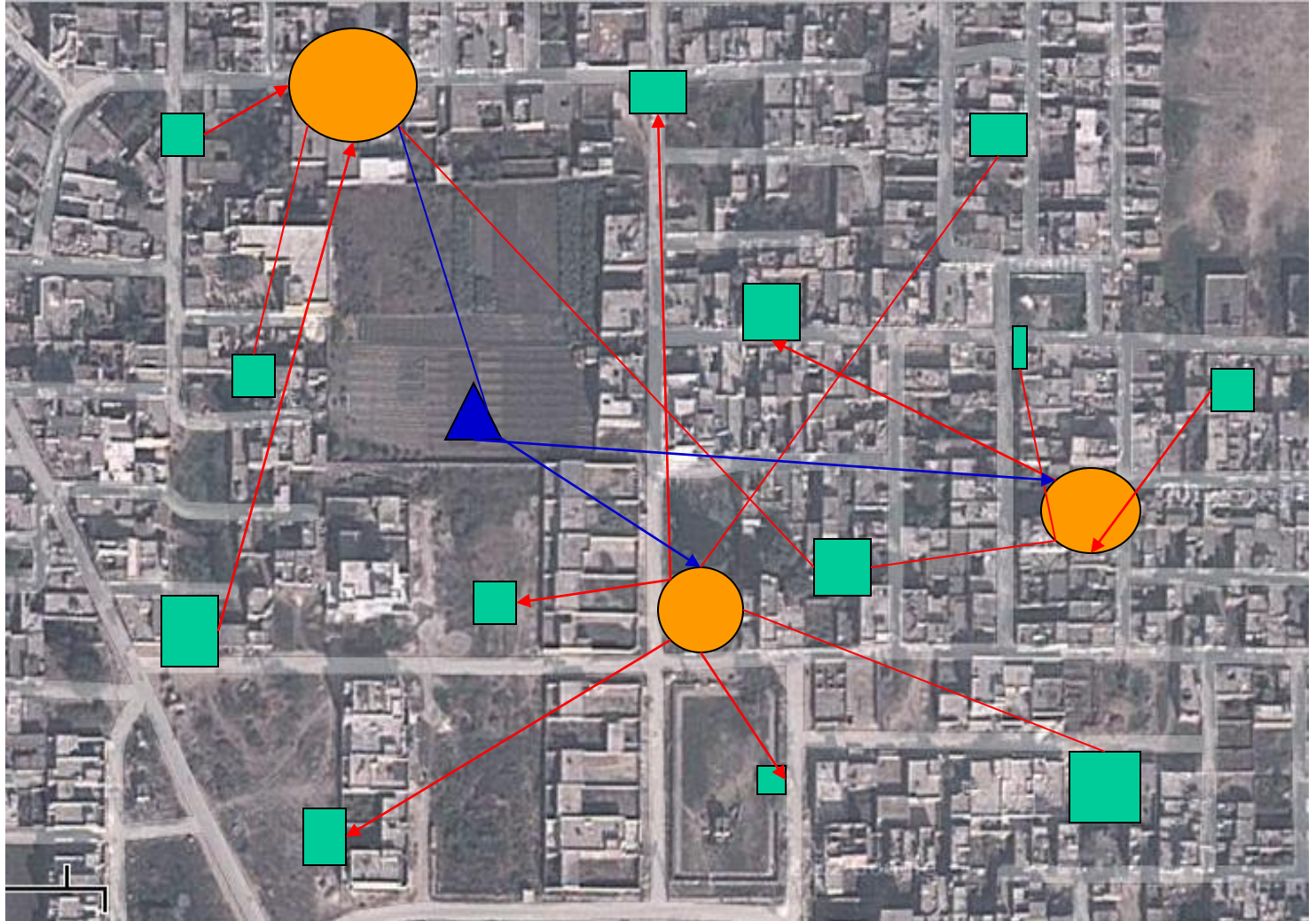
A typical Counterfeiters Network

Retailer

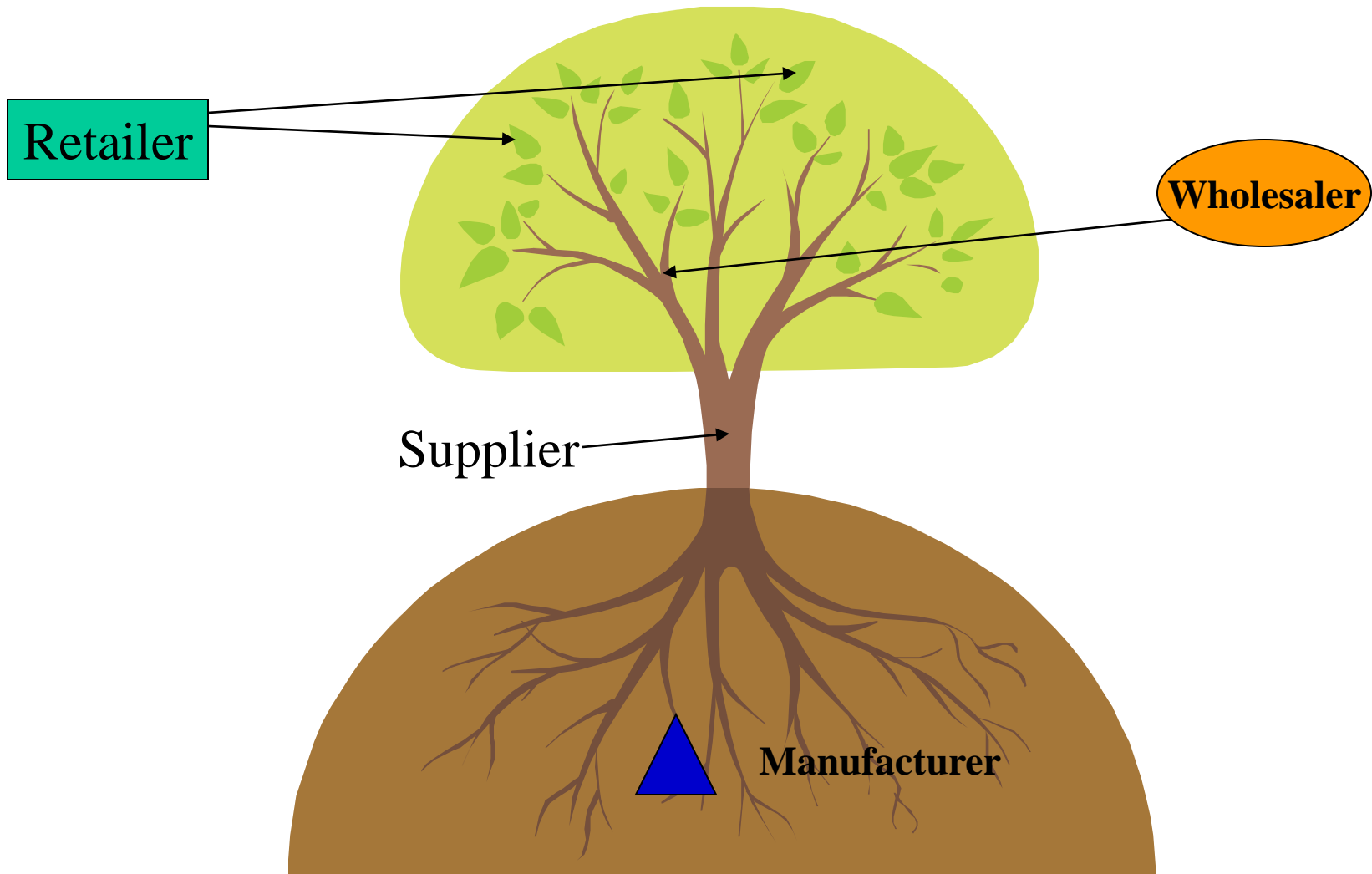
Wholesaler

Supplier

manufacturer



Counterfeiters Network Contd...



Counterfeiters Network of Networks



- Counterfeiters normally target small towns and rural areas.
- Counterfeiters are ingenious in most cases.
- Criminal action is good for spreading deterrence at market places
- Civil Actions are good for strengthening of IP rights
- Counterfeiters get operational again in the same area or another after a few months



REMEMBER!!!

- **'Continuous Protection is the only cure'**