



# Ganesh Beedies

Product case display



## The problem

Ganesh Beedies, the most popular brand of cigarette in India, was losing an estimated 50 per cent of sales because as many as one in two packets available in the marketplace was fake. As the cigarettes are hand rolled and tied with thread, they are easy to replicate – a problem exacerbated by a lack of manufacturing control due to a production system which relies on thousands of home-based piece workers. Authenticated packaging was, therefore, seen as the solution, but it needed strong visual features to gain recognition and verification by a largely illiterate customer base.

## The approach

In a radical move, the brand owner worked with API to authenticate existing packaging using a customised holographic image that was eye-catching and enabled customers to instantly identify that the product was genuine. The new holographic security feature was communicated to customers via simple point of sale material. To further improve brand security, API's agent, Jupiter Technologies, worked with Ganesh Beedies to scrutinise and tighten up the overall packaging supply chain – taking sole responsibility for supplying the packaging complete with the embedded hologram.

## The solution

API used sophisticated origination techniques to produce a twin channel hologram that changed in appearance as the image was tilted from side to side – enabling instant verification of the product's authenticity by the consumer. By utilising existing packaging, cost was kept to a minimum and brand value among Ganesh Beedies' historical customer base was retained. The end result is that sales and profits are more buoyant than ever before, with the incidence of counterfeit product reduced by 20 per cent.

*“Constantly improving our products – giving you better service”*