

**6<sup>th</sup>**  
**EDITION**

**17<sup>th</sup> & 18<sup>th</sup> March 2025**

Eros Hotel, Nehru Place, New Delhi



# Traceability & Authentication Forum



**Path to a Secure Future - Authentication and Traceability for all**

# TRACEABILITY & AUTHENTICATION FORUM A RETROSPECTIVE

## KEY TOPICS AND LEARNING

**Understanding** Counterfeiting and Consumer Perception - Counterfeits constitute 25-30% of the market in India Latest trends and insight from report State of Counterfeiting in India 2022.

**Understand** the latest regulatory perspectives - Recent Anti-counterfeiting and track and trace regulations How ready are Indian Brands?

**Traceability** happening everywhere Role & way ahead for Regulators, Brands, and Consumers.

**Industry** Leaders perspectives in building a competitive anti-counterfeiting in India Status quo, the outlook, and key emerging threats for Brands.

**Educate** yourself on the Future of Brand Security - Big data, Artificial Intelligence (AI), Blockchain, and other technologies and systems revolutionising the Supply Chain.

**Learn** the latest trademark protection and integrate your IP enforcement strategy with Anti-Counterfeiting.

**Learn** from Best practices and global case studies from the leading Brands.

**5** **750+** DELEGATE **140+** SPEAKER **70+** PARTNERS **30+** EXHIBITOR  
**EDITION HELD**



# DEDICATED PANEL DISCUSSION

## SESSION ON

### Industry

**Session on**  
Implementation of  
barcode/ QR code on  
the top 300  
pharmaceuticals  
brands

### Start-Up Session

pitching disrupting  
and latest generation  
technologies

### Session on New & Emerging

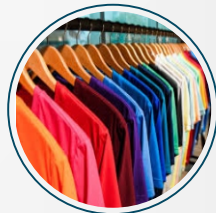
Authentication and  
Traceability  
technologies

E-Commerce,  
**Online  
marketplaces,**  
and  
Anti-Counterfeiting

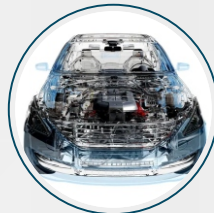
## FEATURED INDUSTRIES



CHEMICAL AND  
AGROCHEMICAL  
PRODUCTS



APPAREL



AUTOMOTIVE AND  
AFTERMARKET  
PRODUCTS



FOOD AND  
BEVERAGES



CONSUMER  
ELECTRONICS



PHARMACEUTICALS,  
BIOTECH & MEDICAL  
DEVICES



TOBACCO,  
CANNABIS, AND  
E-CIGARETTES



COSMETICS AND  
BEAUTY CARE



NUTRACEUTICALS  
AND SUPPLEMENTS



WINES, SPIRITS  
AND OTHERS

## WHO SHOULD ATTEND?

- Govt. Department and regulatory officials involved in consumer protection, revenue protection and regulatory compliances.
- CEOs, CXOS, CTOS, CMOS, & Heads of Supply Chain, Serialization, Track and Trace, Regulatory Affairs, Product Packaging and Brand Security, Online Brand Protection, Anti-Piracy & Automation.
- Head - Brand Analyst, Forensic Consultants, Fraud Investigators, Risk Managers, Investigators, Legal Counsel, Enforcement.
- Customs and Excise Officials, Central & Commercial Banks, and Revenue Authorities.
- Producer & suppliers of authentication and traceability technologies, solutions, and systems.

# PAST SPEAKERS 2023



**Susanta Kumar Purohit**  
Joint Secretary  
Department of Chemicals & Petrochemicals,  
Ministry of Chemicals and Fertilizers  
Government of India



**Urvashi Prasad**  
Director  
NITI Aayog



**Dr K Madan Gopal**  
Advisor  
National Health Systems  
Resource Centre (NHSRC)  
Ministry of Health and Family Welfare  
Government of India



**Dr Vishal Choudhary**  
Dy Industrial Advisor  
Department of Chemicals & Petrochemicals,  
Ministry of Chemicals and Fertilizers  
Government of India



**R G Agarwal**  
Group Chairman  
Dhanuka Agritech Ltd



**S Swaminathan**  
CEO  
GS1 India



**Dr Jayashree Gupta**  
President - Consumers  
India & Chairperson  
Human Rights Group



**Dr Paul Dunn**  
Optical Security Authority &  
Consultant  
IHMA Chairman



**Kumaresh Misra,  
IAS (Retd)**  
Director  
Indian Chemical Council



**Abhijit Ghosh**  
Assistant Drugs Controller  
Drugs Control Department  
Govt of NCT of Delhi



**Deepak Sharma**  
Assistant Drugs Controller  
Drugs Control Department  
Govt of NCT of Delhi



**Aninda Shome**  
Director, India Cluster,  
Pakistan, Vietnam & Indo China,  
Global Supply Chain Lead  
Pfizer



**Raju Kapoor**  
Director  
Public & Industry Affairs  
FMC India Pvt Ltd



**Anubhav Kapoor**  
Director - Legal Affairs  
FORD India



**Unaise Urfi**  
Director  
KPMG India



**Supriya Verma**  
Managing Director  
PwC



**Vaibhav Jain**  
Director  
Vaadi Herbals India



**A Manikandan, IAS**  
Chief  
Development Officer  
Agra



**Ranjan Arora**  
 Knowledge Director  
 Boston Consulting Group  
 (Center for Customer Insight)



**Vikrant Rana**  
 Managing Partner  
 S S Rana & Co



**Shwetashree Majumder**  
 Managing Partner  
 Fidus Law Chambers



**Shashank Singh**  
 Partner  
 K&S Partner



**Rajat Wahi**  
 Partner  
 Deloitte India



**Diwaker Bharadwaj**  
 President (Automation/  
 Serialization, Packaging &  
 Brand Protection)  
 Polycab India Limited



**Sanjay Gupta**  
 Vice President  
 DS Group



**Sanket Randive**  
 Head Corporate Quality  
 Assurance  
 Marico limited



**KS Thyagarajan**  
 President-Corporate Affairs and  
 Projects  
 Crystal Crop Protection Limited



**Pankaj Kumar Patodi**  
 Head - SCM  
 Godfrey Phillips India Limited



**Ram N Kumar**  
 CEO  
 NirrogStreet & Ayurveda  
 Expert



**Anubhav Jain**  
 Brand Protection Lead  
 Jockey India



**Henna Gupta**  
 Manager  
 KPMG



**Naresh Khanna**  
 Editor  
 Packaging South Asia Magazine



**Ankit Gupta**  
 Joint Managing Director  
 Holostik Group & Governing  
 body Member ASPA



**Prashant Kumar Gupta**  
 Country Head -Sales  
 Shriram Veritech Solutions  
 Pvt Ltd



**Girish Pai**  
 President & Chief  
 Commercial Officer  
 PharmaSecure



**Xavier Urbaneja**  
 Head of Brand Protection  
 Market  
 SICPA SA



**Jochen Kirsch**  
 Sales Director  
 Business Unit Security  
 ISRA VISION



**Dr Ajay Sachan**  
 Deputy Drugs Controller  
 (India), CDSCO(HQ), DGHS,  
 Ministry of Health & Family  
 Welfare, Govt of India

# PAST PARTNERS 2023

## Platinum Partner



## Gold Partner



## Silver Partner



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# ABOUT THE ORGANISERS

## ASPA

Authentication Solution Providers' Association  
Diverse technologies, common goal.

Formed in 1998 as a non-profit organisation, Authentication Solution Providers' Association (ASPA) has a rich heritage of over two decades of supporting the development, promotion and adoption of Authentication & Traceability solutions (ATS) to help fight counterfeiting and illicit trade. It is the only body of its kind in India with wide participation from industry stakeholders and is recognized globally as a self-regulated organization promoting ethical practices across the industry.

For more information, visit: [www.aspaglobal.com](http://www.aspaglobal.com)

## THE RISE

**Bridging Business Connections, Transforming Conference Experiences**

THE Rise emerges as a revolutionary platform designed to redefine conference management and stakeholder engagement. By strategically partnering with business associations, we create dynamic ecosystems where connections transcend traditional networking boundaries. Our unique approach transforms conferences from mere events into powerful catalysts for meaningful professional interactions. Our technology-driven platform ensures seamless communication, personalized matchmaking, and intelligent networking opportunities that drive real value. More than just an event management solution, THE Rise is a collaborative intelligence network. We understand that true business growth happens through genuine connections, strategic insights, and targeted interactions. THE Rise: Where Connections Become Opportunities.

Visit: [www.authenticationforum.com](http://www.authenticationforum.com)

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