

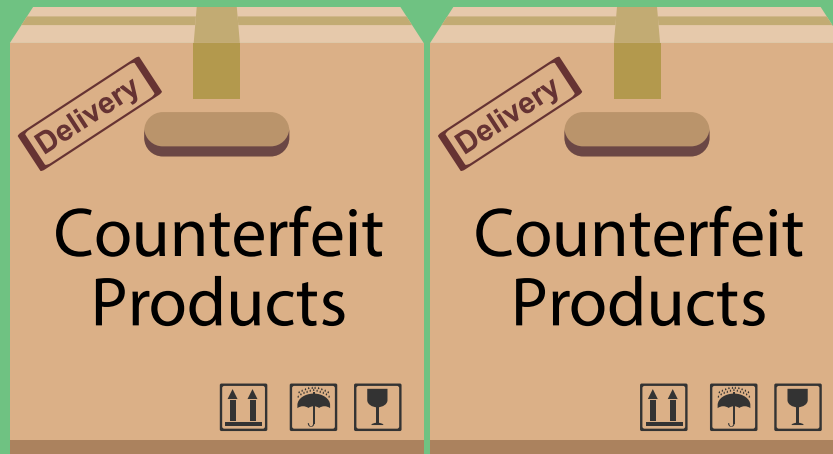
**Resist Before You Perish:**  
**Protecting Brand From**  
**The Army Of The Fake**



In the automobile industry, the fake brands and the duplicates are infiltrating the market like poisonous mushrooms. However, before your premise is attacked, you can stop this nuisance from producing dent on your reputation through a series of techniques. Since your brand value is pristine and it drives you forward towards new customer bases, you should always try to protect it from the leeching hands of the counterfeit practices.



**Here are some steps that can help you to fight against counterfeit and protect the brand.**



Engage in the branding from the very beginning. Each of the products should bear clear, visible and noticeable marks of the brand so that for each and every purchase, the buyer can check the originality and genuines.



Try to let each buyer & customer know of the various authorized dealers and possibly, the showrooms near to them. Often, the lack of knowledge in this regard prompts the buyer & customer to move a local shop where the chance of getting duped is high.

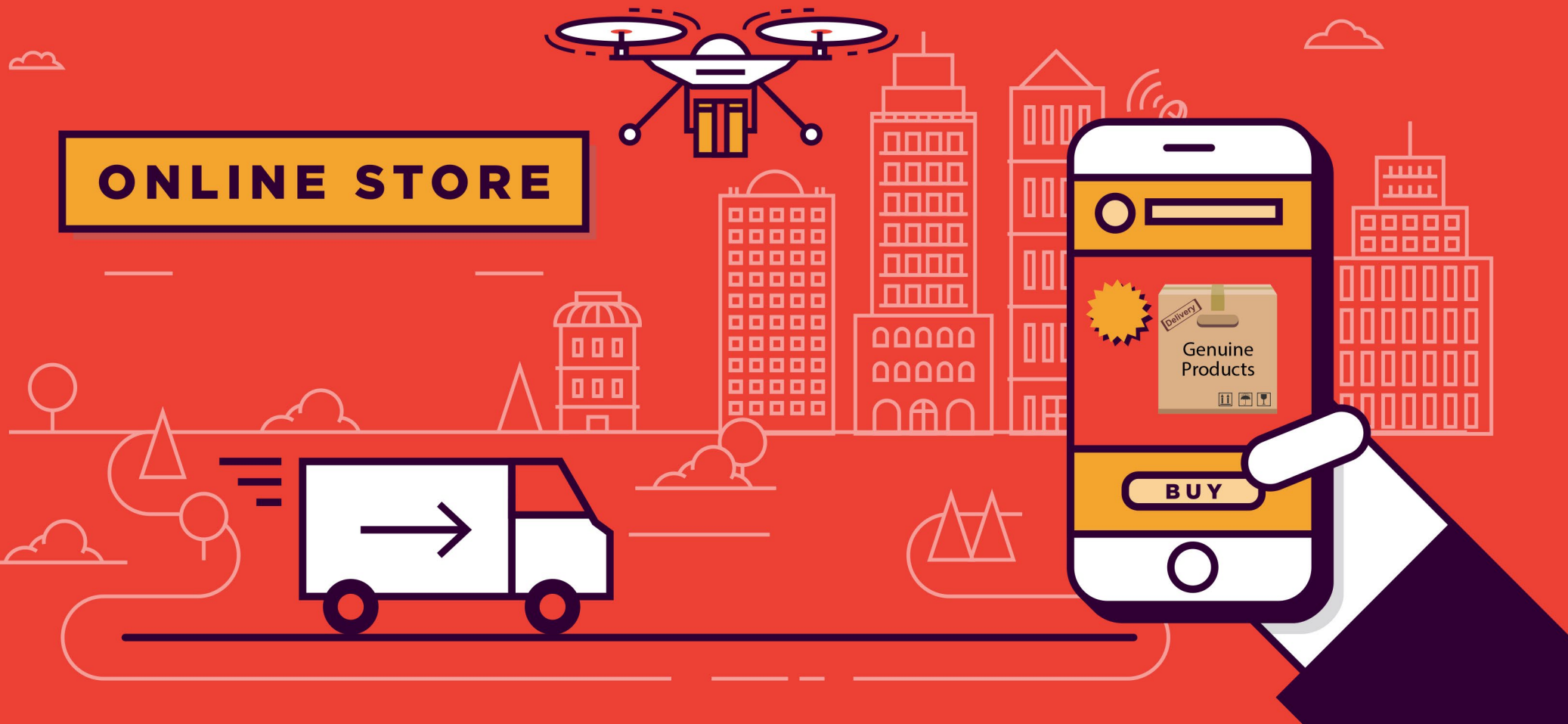




Track the different areas where such malpractices are conducted and understand the intensity in these regions. Then, enforce stringent inspection force according to the intensity to get rid of the fake parts effectively.



Make the brand visible online and continuously promote the necessity of buying an original product. Point out differences like lack of safety and testing standards that may lead to a fatal accident.



The Brand image is everything in a supremely competitive market and once it is tarnished; the business may very well have experienced the doomsday. However, with these strategic moves, you can surely change your brand's image by being the lone warrior in the battlefield of fake.

For more information, you can visit - <http://www.lasersec.in/automobile.html>





# About Lasersec Technologies

Lasersec Technologies is the leading manufacturer of holograms being used as an anti-counterfeiting device. We ensure a high-level secrecy and quality at each and every step right from production to delivery of products. We enjoy a wide network of branch offices in all the metro & major cities in India. We are also having business alliances outside the country in Bangladesh, Srilanka, Malaysia, Nepal, Europe & UK.