

Bilcare inks deals for new anti-counterfeit technology

New Delhi: Pune-based Bilcare has commercialised its nanotechnology-based anti-counterfeit technology by inking deals with global and domestic pharma companies such as MSD, Ranbaxy, Mankind and Panacea.

Mohan Bhandari, MD, Bilcare, said, "We are working to implement this technology for the Delhi police. It is also being deployed in leading pharmaceutical and agrochemical companies in India."

The company estimates that the the technology when applied in the pharma sector would increase each blister pack's cost by around Rs 1.50- 2 for the manufacturing company, which aims to protect its brand. The technology can track and trace a product through the supply chain till it retails. In future, the company claims it would look at commercialising it at the end consumer-level also.

"Internationally, this technology has been accepted by a leading wine producer in USA as well as by the security force of the President of Indonesia. Bilcare is about to close a deal with a European consumer product company."

Worldwide, counterfeit market is estimated at around \$500 billion. Interpol estimates that around 5 to 7% of world trade involves counterfeits.