

Press Release

Bilcare ushers into successful execution of nonClonableID™ technology worldwide Dr. Sam Pitroda releases technology embedded products across various sectors

New Delhi, 19th July 2010: Bilcare Technologies, a research and technology leader focused on creating next-generation anti-counterfeiting, security and brand protection solutions, announced successful execution of its nonClonableID™ for the Security, Pharma and Agrochemical sectors with the symbolic hand over of technology embedded products to leading companies viz: Ranbaxy, Panacea Biotec and Mankind in the Pharma and Indofil in the Agrochemical sectors.

During a function held in Delhi, Dr. Sam Pitroda (Adviser to Prime Minister of India in Public Information, Infrastructure and Innovation) and Dr. R Chidambaram (Principal Scientific Adviser to the Government of India) delivered these technology embedded products to the above mentioned company executives. The function also marked the beginning of a strategic relationship between TCIL and Bilcare with Dr. Pitroda presenting the business memorandum of understanding (MoU) signed between TCIL and Bilcare Ltd. to Mr. R.K Upadhyay, CMD- TCIL and Mr. Mohan Bhandari, CMD- Bilcare Ltd. The alliance will address the diverse needs of security more particularly in Government related projects within and outside of India.

Mr. Mohan Bhandari, Founder, Chairman & Managing Director, Bilcare Limited announced :

“We are working to implement this technology for Delhi Police Force. It is also being deployed in leading pharmaceutical and agrochemical companies in India. 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. On the document security front, a major trial is underway with a printer manufacturer in USA”. Mr. Bhandari further added: “I feel excited about the potential of this great innovation and firmly believe that we finally have a weapon to fight the challenges of counterfeit menace and give brand owners the security they need, which will not only enhance their sales and profit margins but will also provide consumers the peace of mind ”.

Worldwide counterfeit market is estimated around 500Bn USD, which adversely affects the global citizens in many ways. Bilcare sees its technology as the answer to this global problem. To accomplish this, Bilcare has already started executing projects. The technology is already being used by one of the largest auto component manufacturer in the world and by museums for security of precious art and heritage artifacts. Bilcare is continuously working with its customers to make sure that they get most advanced and customized relevant solutions, which are scalable and cost effective.

The need to address many vexing challenges like tracking and tracing products, enhancing supply chain efficiency and traceability, thwarting grey markets and managing product recalls for instilling confidence in customers are becoming increasingly important. Bilcare’s nonClonableID solution

promises to enhance the value for the customer by effectively addressing these needs says Himanshu Bhatt, Global Sales Director for Physical Meets Digital Software Solutions Sales for IBM based in Texas, USA. Mr. Himanshu stated that IBM and Bilcare are opportunistically pursuing prospects in the market place to allow customers derive the value from IBM's established leadership in Smart planet solutions that combines IBM's Product Traceability software solutions with Bilcare nonClonableID™ solution.

Most existing anti-counterfeiting technologies have limitations. Being generic in nature, the counterfeiters are able to figure them out within 9-12 months after deployment of these technologies by the brand owners. However, Bilcare's nonClonableID™ fingerprints are not possible to be copied as even Bilcare cannot duplicate these fingerprints. The unique ability of nonClonableID™ to enable convincing product authentication on a real-time, anytime-anywhere basis along with complete securitization of the supply chain is making it applicable across diverse sectors viz. pharmaceuticals, agrochemicals, automotive, financial and document securitization, fashion & luxury goods, art & heritage and beyond.

About Bilcare Technologies:

Bilcare Technologies is a business unit of [Bilcare Ltd.](#) - an innovation-led solutions provider that partners with the global pharmaceutical and healthcare industry to improve patient healthcare outcomes.

With breakthrough research and development in micro and nanotechnology, Bilcare Technologies has developed a first-of-its-kind technology - nonClonableID™. The solution enables products to be authenticated as they move through the supply chain to the end consumer.

Bilcare Technologies has manufacturing facilities in Singapore and India and application support centers in the UK, Italy and US. It also leverages on the global network of the Bilcare group to provide sales, marketing and implementation support throughout the world. Bilcare is firmly committed to helping its clients accomplish their business goals, whilst protecting their brands against counterfeiting.

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