



Anti Counterfeit and Track & Trace Solution

For Manufacturers & Consumers | Anytime, Anywhere



Problem



Consumers unable to know if the product is genuine

Manufactures not able to trace their product from Warehouse to Consumers

Companies not able to reach their customers Directly

According to Forbes, in 2018 counterfeiting was the largest criminal enterprise in the world. Sales of counterfeit and pirated goods totals \$1.7 trillion per year, which is more than drugs and human trafficking. It is expected to grow to **\$2.8 trillion** and cost 5.4 million jobs by 2022.



Introducing the Award Winning



Fully integrated Track & Trace exchange for data driven product tracing, anti-counterfeit & Loyalty Program for manufacturers & consumers

Powered by AI & Block Chain based Proprietary ERP Engine by GTI Infotel, a CMMi L5 Company.



Unique Offerings



Anti-Counterfeit

- App less for Consumers
- Find out & report Counterfeit in real time
- Detect Grey Market
- Increase Consumer involvement



Loyalty Program (LPM)

- Develop Strong Consumer Intelligence
- Always ON and Anywhere reach
- Direct Marketing to consumers
- Reward Campaigns



Track & Trace

- Follow trail from Warehouse to Consumers
- Control transparency of the supply chain
- Keep unlawful distribution at bay
- ERP at the fraction of the cost



Functionality & Features of the System

Functionality

- **Accurate and timely decision support** by the use of a QR code based methodology that provides for multiple functional within organization
- **Data collection and dissemination of information** for each of its facilities, and any future facilities
- **Complete material tracking** to help and support Clients
- **Ability to take strategic marketing decisions.**
- **Track all primary, secondary and tertiary** packing level with a unique randomly generated QR Code.

Features

- **End-to-end journey** of the Stock Keeping Unit (SKU) from plant to retail outlet/consumer
- **Live inventory tracking** at each node
- **Stock freshness** at each node (% of stock 1-day old, 1-week old etc.)
- **Avg. time spent in transit** between each node along with ownership for delay
- **Access levels for different stakeholders** in the supply chain
- **Tracking re-use** of any SKU in supply chain
- **Anti-Counterfeit**



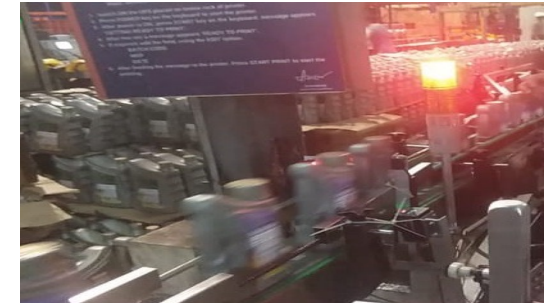
Modules



Label Printing Module

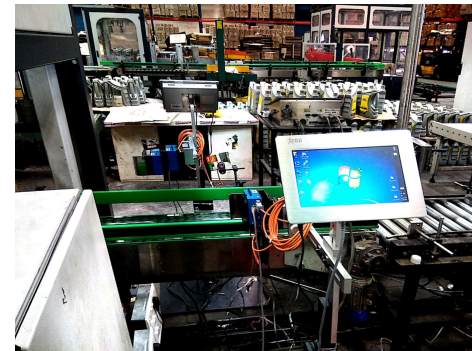


Production Modules

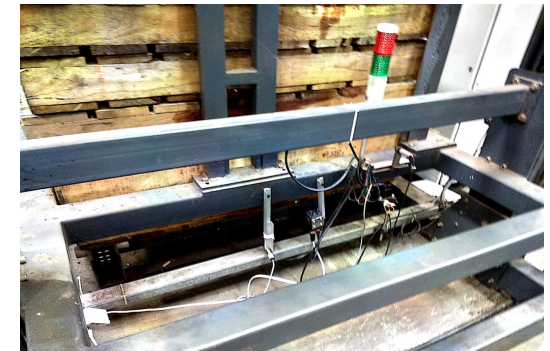


Inventory Module

Warehouse Management System (WMS)



Transit Module (TMS)

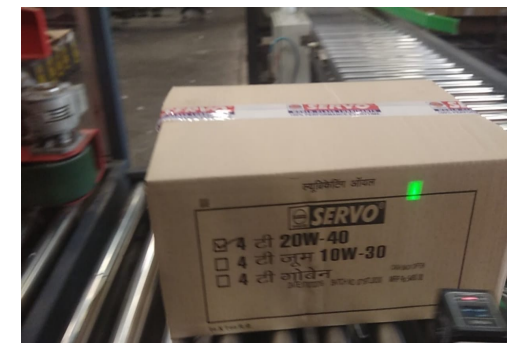


Distribution Modules (DMS)

Loyalty Program Module (LPM)

Analytics Module (BI/DW)

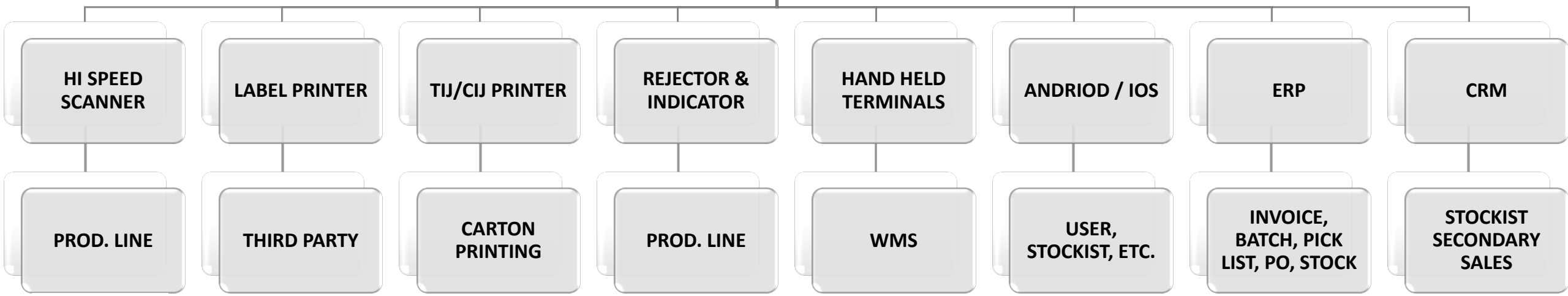
Anti-Counterfeit Module



Integrated With



TnT.GT SYSTEM



Largest Track & Trace Solution in India

Serving over 100 Million SKUs/Products per year



SERVO LUBRICANTS

Track & Trace Application deployed for **over 10,00,00,000 Lubricant SKUs** (Cans/bottles/cartons/cans)

- **The largest Track & Trace deployment in the country**
- Fortune 50 Indian Oil
- Track end-to-end journey of the SKU from Manufacturing to Retail
- Data Collection & Dissemination across 10 plants
- Complete material tracking
- Consumers are able to detect counterfeit



JAGSONPAL PHARMA

Anti-Counterfeit solution deployed for medications

- Large Pharmaceutical Company based in Uttarakhand
- Nationwide supplies
- Strategic decision making
- Grey market detection
- Direct Consumer Connect
- Besides detecting fake, consumer can find the details of the product such as expiry, batch, ingredients, etc.



IICT, J&K

Anti-Counterfeit solution deployed for Kashmiri Carpets & Pashmina

- Indian Institute of Carpet Technology authenticates each carpet produced in J&K
- Retailers & Consumers detect Counterfeit products
- Besides detecting fake, consumer can find the details of the product such as manufacturer, batch, quality.
- Highly Secure UV & Nano particle based tracking label



SKY APPAREL

Track & Trace Application deployed for Woolen Garment Company

- One of the largest manufacturers in Bangladesh with over 7000 employees
- Complete WMS System
- Track & Trace each sub part of the garment for internal QC
- Inventory management
- Finished Goods tracking & management
- Complete Lot & individual garment tracking

Just the Anti-counterfeit Solution Pays for itself



A Typical Saving by using just the ANTI-COUNTERFEIT Solution by a Lubricant & Pharma Company*

No.	Description	Lubricant Co.	Pharma Co.
1	Production per year of a specific SKU		
	- Lubes: Only for Small packs	150,000 Kilo Litre/year	
	- Pharma: Only for a specific Medicine		10,00,000/year
2	Average Price of the SKU		
	- Lubes: Per Litre	Rs. 300/Litre	
	- Pharma: Per Strip (MPQ of 10)		Rs. 200/strip
3	Turnover for the Specific Product/SKU	Rs. 4,500 Crore	Rs. 2.00 Crore
4	Average Counterfeit Product Sold	10%	30%
5	Value of Counterfeit Product loss to company	Rs. 450 Crore	Rs. 60 Lacs
6	Assuming only 25% of the above Counterfeit are curbed with genuine product	Rs. 112 Crore	Rs. 15 Lacs
7	Total Savings per Year on single product	Rs. 112 Crore/year	Rs. 15 Lacs/year

* Figures are approximate based on a typical solution implemented by GTI.



The Road Ahead



Market Adoption



Availability

Solution made available to Manufacturers in different verticals

Manufactures/Companies will be able to use the App/Solution customized for them

Nationwide availability

Launching soon in US, Europe & Africa

Our Journey



GTI Infotel Pvt. Ltd. Incorporated

Hospital Information Management System (HIMS) & Electronic Health Record (EHR) Launched

GTI Tracking Launched

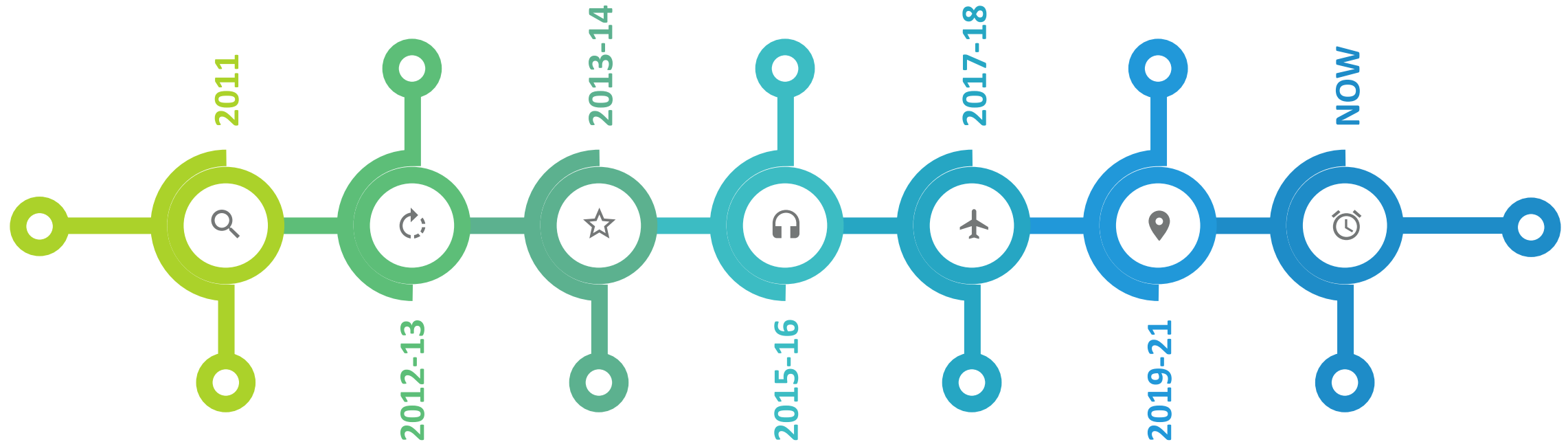
- Indian Oil
- GAIL
- Indiane Gas
- L&T, Radico & others

TracknTraceGT (TnT) Launched

- ERP for Garment Industry
- Sky Apparel Signs up as 1st client
- CMMi Level 5 Achieved

Road Ahead

- Focus on TnT.GT
 - Pharma
 - Oil & Gas
 - Other verticals



HIMS Clients

- AIIMS
- Delhi Govt. Hospitals such as GTB, CNBC, RGCI, JPC, & many more

GTI Infotel Inc., USA

- Incorporated US company for catering to US Clients
- Tracking & HIMS business expands with over 10,000,000 stakeholders/year

TnT at Indian Oil

- GTI Track & Trace deployed at Indian Oil for Servo across 10 plants & **10,00,00,000** cans
- Jagson Pharma, IICT, etc.
- NHM TeleMedicine with **22,00,00,000** patients



For more information



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