



Dr. Sam Pitroda releases technology embedded products across various sectors

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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 and for the presidential security of an Asian country. 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".

Early in the month , US based company ,Applied DNA Sciences and Bilcare Technologies signed an agreement to provide a new blended security system enabling real time, portable authentication along with forensic securitization, which has already started resulting into business wins.

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(TM) solution.

Dr. Satya Sharma , Global President , Bilcare Technologies, based at US, said: "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(TM) fingerprints are not possible to be copied as even Bilcare cannot duplicate these fingerprints". The unique ability of nonClonableID(TM) 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.

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Source: <http://www.bolsamania.com/noticias-actualidad/notasDePrensa/Bilcare-ushers-into-successful-execution-of-nonClonableID-TM-technology-worldwide--1433639--ad6eb2cd7221d9e5f78c7bcd1e41373b.html>

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Source: <http://www.euroinvestor.co.uk/news/story.aspx?id=11191342>

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