

Press Release

Bilcare Technologies enters the automobile industry in India to tackle the counterfeit sector

September 1, 2008, Delhi: Bilcare Research announced the launch of Bilcare Technologies, a strategic business unit which will focus on implementing Bilcare's anti counterfeit technology across key industries. This move comes after the acquisition of Singular ID, a Singapore based technology provider, early this year which propelled Bilcare into the global scenario as leaders in anti counterfeit technology in the pharmaceutical market. Through the SIAM Annual Convention 2008 to be held on September 4th and 5th in Delhi, Bilcare Technologies aims to target the manufactures and component makers in the automobile sector.

The automobile sector across the globe is currently under attack from the counterfeit market. According to a survey conducted by **The Motor & Equipment Manufacturers Association (MEMA)** the global automotive industry loses US\$12 billion to counterfeiting. More specifically in India, spurious car parts take up an estimated 37% of the market. Counterfeit automobile parts such as brake pads cost the global auto industry alone more than US\$12 billion in lost sales.

Commenting on this turn key initiative, Mr. Raman Nanda, CEO, Bilcare Technologies said, "Counterfeits in the automobile industry are a real menace and a threat not only to the profits of automobile manufactures but also to the lives of millions of vehicle users who end up using sub standard safety and performance parts. With the increasing inflow of high end vehicles in India and the development of new expressways across the country, increasing speeds subject the vehicles to a higher degree of stress. This makes it even more important for the end consumer to use authenticated products and Bilcare's product helps to authenticate genuine products quickly and conclusively."

Bilcare's solution is a fingerprinting technology which is a comprehensive package, including hardware (scanners and authentication units), label supply, communications and database holding and implementation of the system. Each package or product would have a tamper evident label containing a unique fingerprint which can be authenticated through a scanner.

The technology relies on nanoparticulate metallic materials with unique magnetic and optical features. The fingerprint on each product is truly randomized and irreplaceable. To ensure safety of the product from the initial stages itself, the tags are not activated until they reach the manufacturer's facility and are applied on the production line. On activation the tag acquires a unique identity which can be traced,

Through a low-cost scanner the consumer/retailer can the embedded fingerprint. The scanner then communicates the fingerprint to a data server, and picks up a return signal to device authenticating the product. Bilcare aims to extend this technology to the end consumer through the integration of the scanner in a mobile device.

This path breaking technology is currently being used by Japanese, European and Singaporean customers and has positioned Bilcare as global leaders in anti counterfeiting solutions. World Health Organization (WHO) has recognized Bilcare's efforts by invited them to join IMPACT – International Medical Products Anti Counterfeiting Taskforce.

Bilcare Technologies aims to further strengthen this position across sectors and through this pioneering technology targets to eliminate the global counterfeit market one industry at a time.

About Bilcare Ltd

Bilcare is an international, integrated services provider to the global pharmaceutical industry offering pharmaceutical packaging research, global clinical trial supplies services, anti-counterfeit technology and an acclaimed research academy. Bilcare provides innovative solutions that add value along the entire pharmaceutical supply chain and address many of the industry's key concerns including the five "Cs" counterfeit drugs, compliance, costs, communications and convenience.

Bilcare is listed on the Bombay Stock Exchange (code 526853) and operates state-of-the-art manufacturing and research facilities in India, Singapore, US, UK and has regional offices in Brazil, Germany, China and Australia.

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