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Original overrides the counterfeits at the Asli Naqli Pavilion at Auto Expo 2012 by Rocky Singh

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Amongst several launches and exhibitions that have been held by the enthusiastic manufacturers in the 11th Auto Expo, rests a small yet a pertinent tent named Asli Naqli Pavilion. An initiative by the ACMA (Automotive Component of Manufacturerâ€™s Association), the Asli Naqli pavilion addresses the concerns and challenges faced due to the fake auto parts. Over the years, the iconic show has successfully garnered attention of every stakeholder in its drive against counterfeits.

The Asli Naqli Pavilion aims to create awareness against counterfeits and displays the difference between genuine and fake products to promote the industryâ€™s fight against counterfeits. A total of sixteen leading component manufacturers have participated in the show to help the masses realize the importance of using the genuine products.

The pavilion also has an IPR Cell, which is the first initiative of its kind to offer advisory to an exhibiting company against display of its counterfeits by any infringing company. An aggrieved party can approach the IPR Cell to safeguard the Intellectual Property Rights of exhibiting companies against display of their counterfeits or limitations. It further also plans to hold a seminar on Brand Protection to showcase the ACMAâ€™s campaign against the counterfeit products. The show also highlights the Automobile Industryâ€™s initiatives to check and curb the malpractices of issuing the spurious replacement parts which have caused losses of revenue to the Government. By demonstrating the fake parts and the original parts, the show also attempts to direct the consumers towards the OEMS (Original Equipment Manufacturers).

The issue of the sale of counterfeit parts poses a serious concern to the Automobile Industry as it is estimated that around a shocking 36% of the replacement products sold are bogus products. It is essential for the consumers to know that the false products, although cheap, have negative impact, not only on the industry but also for them in the long run in terms of frequent repairs, high fuel consumption and in rare cases, even accidents. Around 20 per cent of all road accidents in India are directly or indirectly attributed to the use of counterfeit automotive parts (as per ACMA â€“ E&Y Study).

The year 2010 reported 1.33 lakh facilities, a 7% increase in deaths due to roads accidents this year. The Pavilion is built with a view to strengthen the cause and also demonstrates the Industryâ€™s action towards the fake products. In the past, over 500 raids have already been conducted by the ACMA in order to prevent the sale of counterfeit products. ACMAâ€™s campaign against counterfeit components is not limited to the Asli Naqli initiative alone; it has also launched a nationwide drive for usage of genuine parts through Roadshows and SMS campaigns.

Like every Auto-Expo, this year too, the Pavilion, through its efforts aims to reach out to the maximum people and increase the significance behind the usage of unique products. It has successfully attracted the attentions of every stakeholder in its drive against counterfeits and plans to incorporate various remedies and packaging solutions to address the cause.

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India's auto industry reported tremedous growth in all aspects; be it passenger cars, Utility vehicles, Vans/ MPV's, two wheelers, commercial Vehicles or three wheelers.

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