One stop Solution

FOR ALL YOUR COUNTERFEITING

PROBLEMS

BRAND

Veots   A SOLUTION OF KSJ RUDH (P) LTD

Anti-Counterfeiting Solution

Data & Analytics

Product Journey

Digital Warranty

Expiry Alets & Notifications

Track & Trace

Loyalty Program

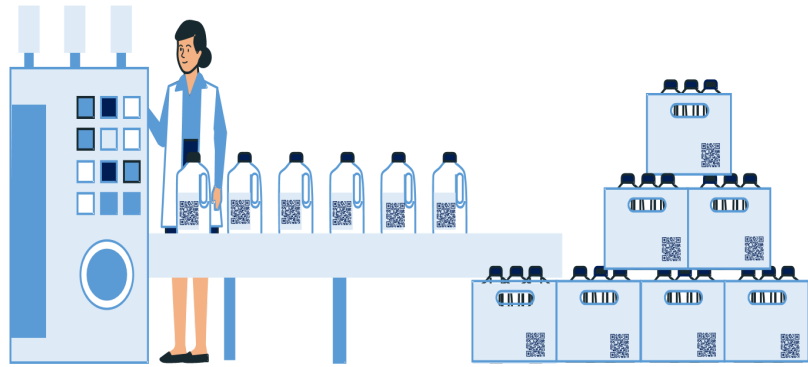Veots A SOLUTION OF KSJ RUDH (P) LTD

> "We cater to a wide range of industries, Our solutions are designed to meet the diverse needs of businesses across various sectors irrespective of whether you're a Manufacturer with or without counterfeiting problem "
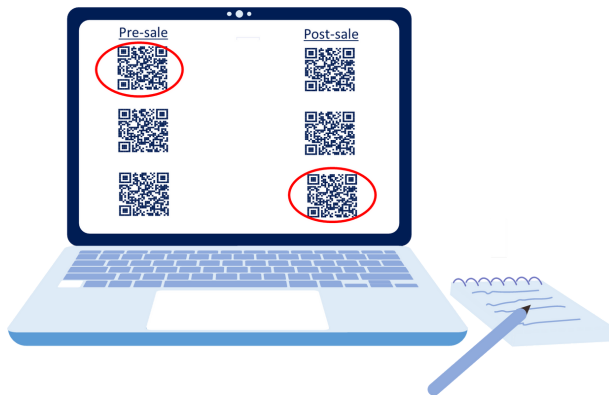
Veots A SOLUTION OF KSJ RUDH (P) LTD

SYNOPSIS

- **Printable Solutions**
(No sticking stickers / No manual intervention)

- **Single App for Verification & Tracking**
(for everybody involved in Supply Chain)

Pre-sale   Post-sale

- **On-demand generation of QR**
No wait time / instant

- **Cost Effective**
(Low end - High end product)

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INFO SOLUTION

- Single QR Solution on outer shell / Product
- Comprehensive product details
- Transparency of Product Journey to End User
- Tertiary and Quarternary Box Level Tracking

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OVERT: ANTI COUNTERFEITING SOLUTION

Single QR Solution on outer shell / Product

Product Verification : Authentic / Fake / Expired

Comprehensive product details & Registration
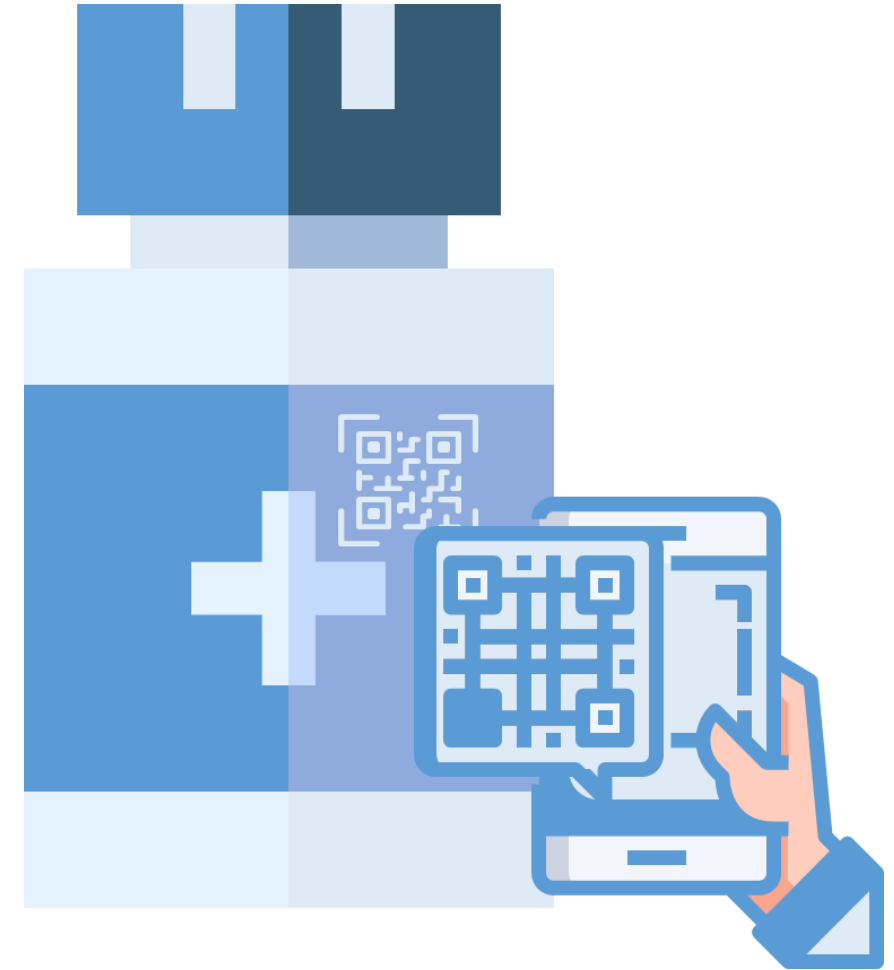
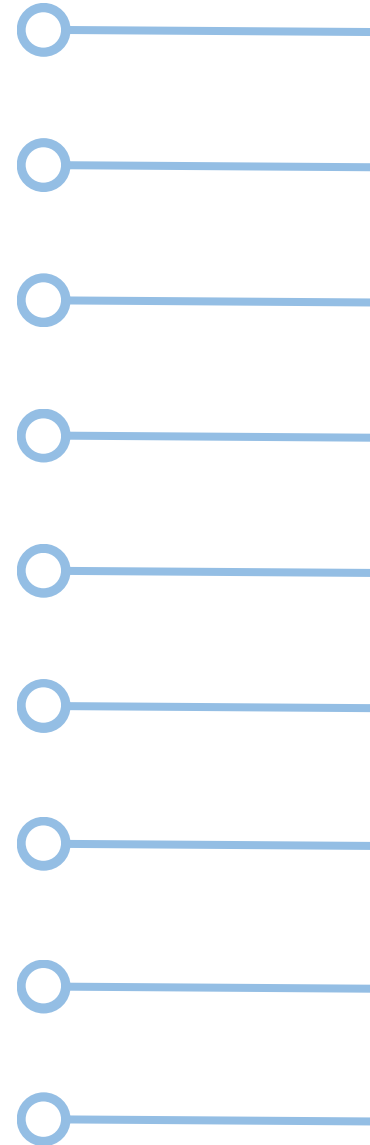Empowers End-User to Report Fake

Transparency of Product Journey (end user)

Tertiary and Quarternary Box Level Tracking

Expiry Alert / Notification

Paperless Warranty

Loyalty Program

COVERT: ANTI COUNTERFEITING SOLUTION

- Dual QR Solution on outer shell / Product
- Product Verification : Authentic / Fake / Expired
- Comprehensive product details & Registration
- Empowers End-User to Report Fake
- Transparency of Product Journey (end user)
- Tertiary and Quarternary Box Level Tracking
- Expiry Alert / Notification
- Paperless Warranty
- Loyalty Program

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ADDITIONAL SERVICES WE OFFER

Loyalty Program

Track & Trace

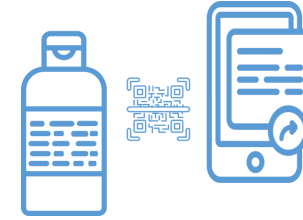**Data & Analytics**

Digital Warranty

INFO SOLUTION

Unique QR for each product:

- One QR code for all product information.
- Compliance with government regulations.
- Streamlined information access for consumers.
- Centralized data management for manufacturers.

Complete Product Details:

- Extensive product information beyond box limitations.
- Detailed product specifications, features, and benefits.
- Manufacturing details, including address and batch information.
- Pricing information, Content / Ingredients

Expiry Alerts:

- Real-time expiration date tracking.
- Automated alerts for end-users.
- Enhanced product safety and quality assurance.
- Protection of brand reputation.

Analytics and Insights:

- Top-selling product identification.
- Consumer behavior analysis.
- Demographic insights.
- Market trends and opportunities.

ANTI-COUNTERFEITING SOLUTION

Protect your brand's integrity and your customers' trust with our cutting-edge anti-counterfeiting solution, safeguarding your products from illicit imitation.

- Patented Dynamic QR Mapping
- Global Verification
- Print the QR directly on the product
- No more sticking QR stickers
- Enables multi-site production & Package
- No wait time
- Easy to adapt
- Real-time Counterfeit Detection
- Brand Protection

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ANTI-COUNTERFEITING SOLUTION

Benefits to Manufacturers

Brand Protection

Safeguard your brand reputation and integrity by ensuring that customers receive genuine products. This helps maintain consumer trust and loyalty.

Counterfeit Prevention

The solution proactively identifies fake or tampered products, preventing counterfeit goods from reaching the customer

Quality Assurance

Manufacturers can maintain product quality standards by tracking the entire product journey, ensuring that products are not refilled or reused without authorization.

Data and Analytics

Gathering data on product scans, fakes reported, products in pipeline, products reached customer, top selling products. Helps in driven decisions, improve supply chain efficiency.

Compliance

The solution helps manufacturers comply with government regulations by providing comprehensive product information on the packaging, which is accessible to customers.

ANTI-COUNTERFEITING SOLUTION

Benefits to Customers

Product Authenticity
Customers can confidently verify the authenticity of a product before purchase by scanning the QR code, reducing the risk of buying counterfeit or substandard items.

Expiration Alerts Notifications
Expiry alert before purchase & Customers receives notifications post purchase if expired or nearing expiration or when expired. ensuring they purchase safe and effective products.

Product Information
Access to detailed product information, including manufacturing details, ingredients, and usage instructions, empowers customers to make informed choices.

Registration and Ownership
Customers can claim and register the QR code, providing a sense of ownership and security over their purchases.

Anti-Tampering
The solution detects any attempt to copy the QR code to another product, immediately identifying it as fake, protecting customers from fraudulent products.

Product Journey
Customers gain transparency into the product's journey from manufacturer to distributor to retailer, increasing trust in the supply chain.

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ANTI-COUNTERFEITING SOLUTION
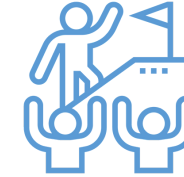
Benefits to Distributor /Retailer

Enhanced Product Authenticity
Retailers can verify the authenticity of products they receive from suppliers, reducing the risk of unintentionally selling counterfeit goods.

Protection Against Expired Products
The solution helps retailers identify and remove expired or nearing-expiration products from their inventory, ensuring that customers receive safe and effective items.

Competitive Advantage
Retailers who actively participate in the fight against counterfeits can use this as a unique selling point, attracting customers who prioritize product authenticity and safety

Brand Equity Protection
By selling only genuine products, retailers uphold their reputation for quality and reliability, strengthening brand equity and customer trust

Customer Confidence
Customers have confidence in the authenticity and quality of products purchased from retailers using anti-counterfeiting solutions, leading to increased customer satisfaction and repeat business

DIGITAL WARRANTY

Are you still issuing paper warranties for your products? Not anymore. Traditional paper warranties are a thing of the past. Veots Paperless Warranty Solution offers manufacturers a modern, efficient, and customer-friendly approach to warranty management.

1. Automated Warranty Management:
- Streamline warranty registration, claims handling, and customer support processes.
- Reduce administrative burdens and operational costs.

2. Simplified Registration:
- Allow customers to register their products quickly and easily online.
- Enhance the customer experience with user-friendly registration interfaces.

3. Secure Digital Storage:
- Eliminate the risk of losing or damaging physical warranty documents.
- Provide secure digital storage for warranty information.

4. Real-time Data Access:
- Enable manufacturers and end-customers to access real-time data on product registrations and warranty claims.
- Empower manufacturers with insights to improve products and enhance customer satisfaction.

DATA & ANALYTICS

Data analytics, as offered by Veots, is a process of collecting, processing, and analyzing data to extract meaningful insights and valuable information. it provides comprehensive data based on scans, which includes various key metrics and insights for manufacturers and businesses.

- Number of Products Reached Customers
- Products About to Expire
- Products with Warranty
- Top-Selling Products in the Market
- Demographics
- Customer Behavior
- Fake Products Reported Regions
- Much more..

LOYALTY PROGRAM

A loyalty program based on coupons is a marketing strategy designed to reward and retain customers by offering them discounts, special deals, or exclusive offers through the use of coupons. This programs encourage customers to make repeat purchases and build a sense of loyalty to a brand or business.

1. Customer Retention:
Coupons incentivize customers to return to the brand for future purchases, increasing customer loyalty.

2. Increased Sales:
The allure of discounts or special offers often leads to increased spending from loyal customers.

3. Data Collection:
Loyalty programs provide valuable customer data that can be used for targeted marketing and better understanding customer behavior.

4. Personalization:
Tailored coupons and offers enhance the customer experience and build a stronger emotional connection with the brand.

5. Word-of-Mouth Marketing:
Satisfied loyalty program members may refer friends and family, leading to new customer acquisitions.

6.Competitive Advantage:
A well-executed loyalty program can set a brand apart from competitors and improve customer perception.
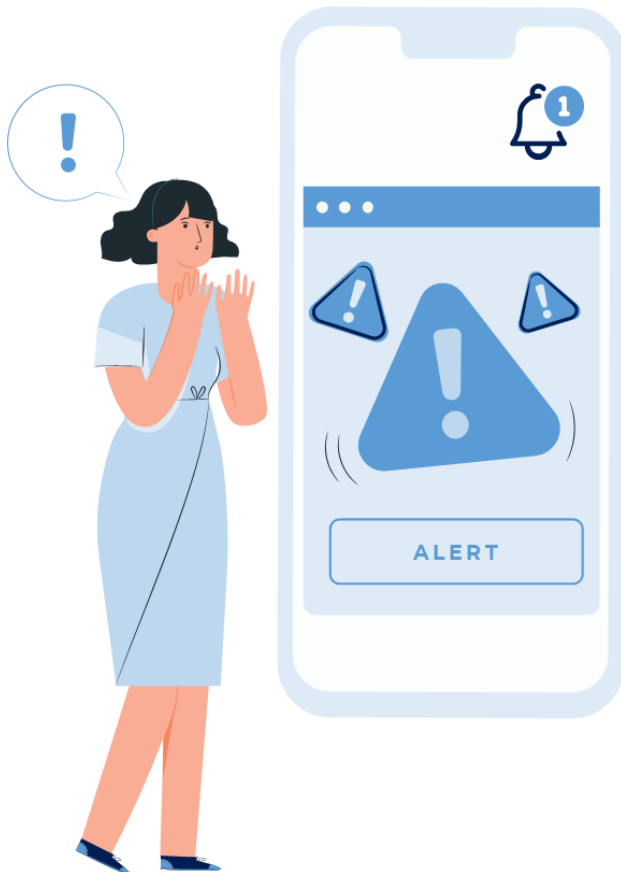
EXPIRY ALERT & NOTIFICATIONS

The Expiry Alert and Notification service provided by Veots is a valuable feature designed to enhance product safety and customer satisfaction. This service is particularly important for industries where product expiration dates are crucial, such as the food and pharmaceutical sectors. Here's an explanation of how Veots' Expiry Alert and Notification service works and its benefits:

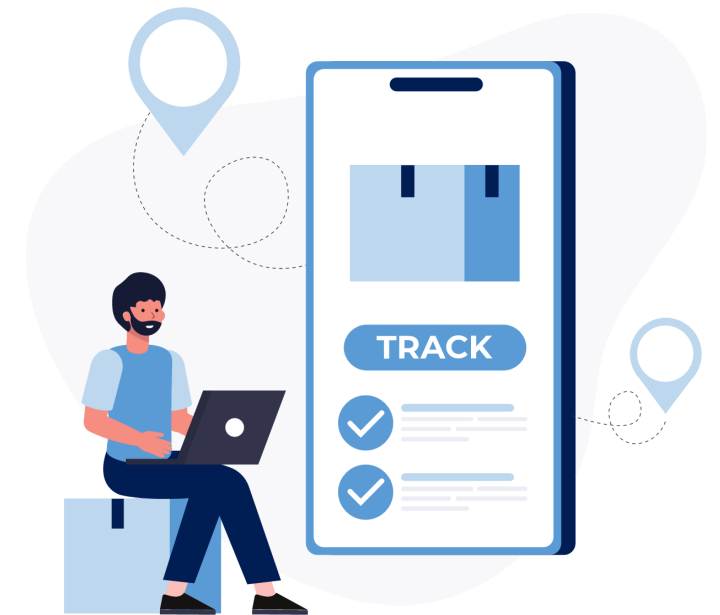## How Veots' Expiry Alert and Notification Service Works:

1. **Monitoring Expiry Dates:** Veots' system continuously monitors the expiration dates of products in the inventory or supply chain. This monitoring can include real-time tracking of batch numbers and manufacturing dates.

2. **Alert Generation:** When a product approaches its expiration date, the system generates an alert. These alerts can be triggered based on customizable thresholds, allowing businesses to define how soon before expiration they want to be notified.

3. **End-Customer Notifications**: For consumer-facing products, Veots' service can send notifications directly to end customers who have registered their products or opted in to receive alerts. These notifications can be delivered via mobile app.

4. **Product Removal and Replacement:** Businesses can proactively remove expired products from circulation, reducing the risk of customers purchasing and using expired items. These products can be replaced with fresh ones.

Veots' Track and Trace service using QR codes is a comprehensive solution designed to provide end-to-end visibility and monitoring of products as they move through the supply chain. This service uses QR codes to encode unique information about each product, allowing for efficient tracking and tracing.
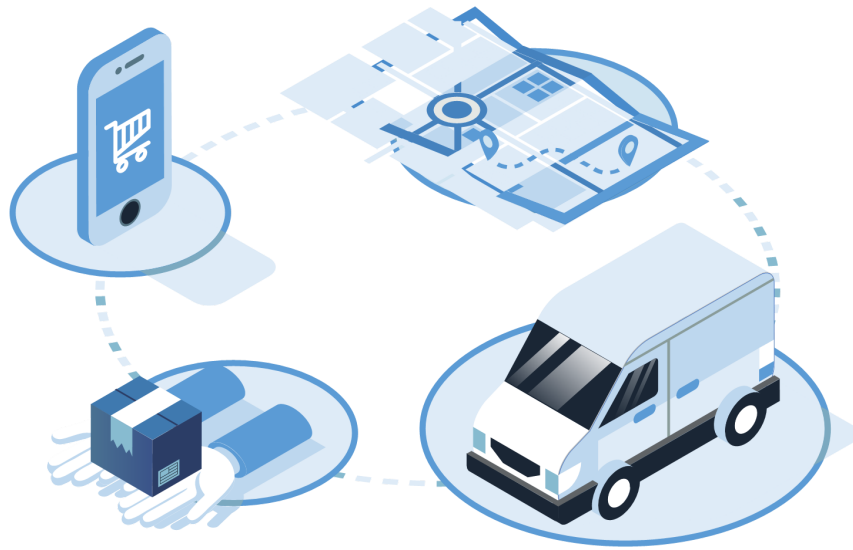
Benefits:

1. **Supply Chain Visibility:** Manufacturers gain real-time visibility into their supply chain operations. This allows them to monitor the movement of products, identify bottlenecks, and optimize logistics and inventory management for improved efficiency.

2. **Efficient Recalls:** In the event of a product recall, manufacturers can quickly and accurately identify affected products and their locations. This facilitates faster and more precise recalls, minimizing the impact on consumers and brand reputation

TRANSPARENT- PRODUCT JOURNEY

This service offers end customers a transparent and informative way to track the entire lifecycle of a product, from its manufacturing origins to the various distributors and retailers involved in the supply chain before it reaches the customer's hands.

Benefits:

1. **Transparency:** End customers gain full visibility into the product's journey, ensuring authenticity and reducing the risk of counterfeit or tampered goods.

2. **Confidence:** Customers can make informed purchasing decisions based on the product's journey and origin, promoting trust in the brand.

3. **Safety and Quality Assurance:** Knowing the product's history allows customers to ensure they are using safe and high-quality items.

4. **Consumer Empowerment:** The service empowers customers with information about their purchases, promoting greater consumer control.

CONTACT-US

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