FAQ

VCQRU
Sell Safe
VCQRU
Buy Safe
WE SECURE YOU
Your Shield against Fakes

Consumer / End User

Do I need to pay extra to avail this service?
No. the service charges are paid by manufacturers who use VCQRU to authenticate their products. Only charges for sending SMS, phone call, web usage will be incurred as per user plan and no premium charges are applied on these facilities either.

How much I pay for the SMS ?
The SMS is charged at the normal rate, as per the mobile plan you are using. Unlike many other SMS-based services, we do not charge extra premium.

I do not have a mobile phone. Can I use your service?
Yes, you can log on to our website and enter the product details on the home page. The database will instantly tell you the genuineness of the product.

How many messages can I send? Is there any limit?
At present, you can send as many messages as you wish. There is no upper limit.

Is this service available outside India?
No, currently we cater only to Indian markets. We may expand our geographical reach in the coming years.

Can I mail you?
Yes, you can mail us anytime with your queries or suggestions. Our mail id is:

What are the limitations of VCQRU?
In a hypothetical case where a person buys a genuine product and then replaces its content with spurious material without tampering the VCQRU stickers, it may not be fully effective. However, this is not commercially viable as the cost of production of one product will be more than the cost of the actual genuine product.

Many manufacturing companies are already using hologram stickers. How VCQRU is better than those tried and tested systems?
The hologram stickers are shining colorful stickers which show 3D image. Generally, the manufacturer provides a design to holographic sticker company to make sticker for them. The consumer does not know this 3D design. It is fact that exact copying of design is difficult in another holographic sticker. But since consumer does not know design what to look for in a 3D sticker, he does not know which sticker is genuine in case fake manufacturer also pastes similar looking holographic stickers on fake products.
Example: While purchasing the windows software CD , user does not know whether a design in hologram would show " windows" or "Microsoft" or both or "win 7" or logo.

If I am buying medicines, can I also find out about its manufacturing and expiry dates?
Yes, you also get information for MRP, MFD date, expiry date, batch no or product id and message from the manufacturer.

What is the need of this service?

Whenever we go to market to buy any product, at present there is no means that can instantly tell us that the item which the retailer is selling is genuine or fake. Most of the times, we are not certain whether we are purchasing from an authorized retailer or not. By using VCQRU facility, you can instantly confirm the authenticity of the product. Additionally, you can view all the details about this product.

Manufacturer

What is counterfeit / forged / duplicate /fake / spurious/ pirated product?

A counterfeit/forged/duplicate/fake/spurious/pirated product in everyday language is the one which has not been manufactured by the authentic manufacturer, but is produced by unscrupulous /dubious manufacturers. These products do not necessarily match the expected qualities of the original product.

Why people do counterfeiting / forgery / duplication / faking /piracy?

A counterfeit/forged/duplicate/fake/spurious/pirated product is made for earning quick profit by illegal selling of popular / hot selling products due to some or all of the following reasons:

- Saving in production cost due to usage of substandard raw materials and substandard production/manufacturing process.
- Saving due to theft of Government taxes and levies.
- Saving in cost of transportation and logistics (as these duplicate/fake products are made generally locally and not in any centralized plant).

What are the modes or methods of counterfeiting / forgery / duplication / faking / spuriousing /piracy?

The modes/methods generally found to be adopted by the manufacturers of fake/duplicate products are as follows:

- Copy the size and shape of the original product.
- Copy the visible design and pattern of the product packaging by color photocopy/digital scanning etc.
- Copy the distinguishing mark/hologram if any, of original product.

With the advancement in digital scanning and copying technology, any type of product packaging design is easy to copy. The fake producers only have to make product containers of similar shape and size or buy the used containers of the same product and paste on it the color copied product label.

What are the strategies adopted so far for tackling this problem so far in India and their limitations?

Existing strategies adopted so far:

- Frequent change in Product packaging.
- Placing /printing distinctive design/mark on product/packaging.
- Placing hologram stickers on the product/packaging.
- Use of RFID tags on product /packaging.
- Random raids in suspected localities to catch sellers / production units of counterfeit products.

Limitations of frequent changes in Product packaging -

- The additional cost of production due to change in product shape/size/design or its packaging.
- Additional cost in advertisement to inform the consumers about changed packaging.
- Consumers can get confused by these frequent changes.

Placing/printing distinctive design/mark on product/packaging-
- It is similar to the first strategy except that it preserves the basic 'picture' of the product packaging and adds to it additional distinctive marks like changing the logo, geometrical shapes etc.
- It is cheaper and easier in implementation.
- Preserves the mental 'picture' of the product in the consumer's mind and hence protects the brand loyalty.

However, it is equally easy for counterfeiters to add these changes in their products/packaging.

Placing Hologram on product packaging-
- Holograms are 3D stickers which are impossible to be exactly replicated. However, anyone can get similar looking holograms from the market and paste it one counterfeit product.
- The hologram stickers can easily be removed from the used items and pasted on the new product of the same company.

Use of RFID tags or other electronically coded /encrypted tags-
- This method involves attaching an electronically coded infrared chip in the form of the tag to the product/ package at the manufacturing units.
- The tag needs an appropriate infrared reader to decipher the code.
- The RFID reader will not be available to the ordinary purchaser. Hence the purchaser has to depend upon the sales person for checking authenticity of the product.
- As the most of counterfeit product sale takes place through the connivance of the shop owner, this method is not helpful to the ordinary consumer.
- These tags are very costly and require an infrared reader at each sales point.
- Ordinary layman may find the method too sophisticated to use.

What are the industries which will benefit from VCQRU.COM?
Whether its consumer goods like medicines, confectioneries, packaged food, soaps, detergents, electrical appliances, switches, cables, electronic goods, laptops, mobile phones, software, hardware, automobiles or industrial goods like machineries, tools, fuel, lubricants and many other things. Whatever your product is, you can easily use the VCQRU services to protect your brand image from the counterfeit products and can maximize the revenue and organizational profit.

What are the limitations of VCQRU.COM?
In a hypothetical case where a person buys a genuine product and then replaces its content with spurious material without tampering the VCQRU stickers, it may not be fully effective. However, this is not commercially viable as the cost of production of one product will be more than the cost of the actual genuine product.

What are the charges of using VCQRU.COM?
The charges are very nominal and are a fraction of your production cost. For exact cost for your specific product, kindly contact on our customer service cell.

How to become a member of VCQRU clubs?
Simply fill the registration form on www.VCQRU.com