

# Company selling fake Reebok goods busted, one held

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NEW DELHI: A man was arrested on Tuesday for selling and stocking a large quantity of fake

Reebok

sunglasses, watches, track suits, bags and T-shirts valued about Rs 2 crore. Police said the accused, Ashish, also used to run a call centre with about 70 tele-callers to advertise his wares.

The police action came on a complaint filed by Reebok International Limited that a company was stocking and selling products bearing the logo and label of the multinational company. Based on specific information, police raided the godown and office of the said company and seized huge quantity of counterfeit products. The 'manager-cum-working partner' of the company, identified as Ashish, was arrested. One of Ashish's aide was also picked up by police on Tuesday. Another co-accused, Darshan Singh

, is on the run. Ashish is a resident of Nangloi in west Delhi.

The company was selling combo 'Reebok Kits' comprising fake bags, T-shirt, shoes, wrist watches and sunglasses for just Rs 4500. "The company used to advertise in popular TV channels and leading newspapers offering Reebok products, oil and other household products cheap to lure customers," said I B Rani, DCP (North). She said the fake company was running the call centre from its head office in Pitampura. The company has its network all over the country supported by more than 300 employees, Rani said.

Goods were delivered to customers by courier. Original and fake products are mixed to avoid raising suspicion while earning handsome profits on sale of every kit or product.

"Ashish who is the main organizer of the accused company in connivance with owner Darshan Singh is expert in managing the mixing of original and fake products which was being carried out from the company's premises in Pitampura," she said. Police sought remand of the accused from the court for carrying out further investigation to locate the source of manufacturing of counterfeit Reebok products. Over 1,000 fake Reebok sunglasses, 928 bags, 129 t-shirts, 2,495 wrist watches, 2,405 watch straps, 1,527 watch square panels and 2,700 Reebok labels and cards were recovered from their possession.

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