

Rs 50 lakh worth counterfeit TVS Motor spare parts seized

Out of the more than Rs 50 lakh worth seized parts, as much as Rs 20 lakh worth fake parts were recovered from Bengaluru alone.



Press Trust of India

New Delhi

January 24, 2018 UPDATED: January 24, 2018 20:07 IST



More than Rs 50 lakh worth counterfeit automotive spare parts of two and three-wheeler major TVS Motor Company have been seized in the last three months during raids conducted with the help of police in different states, a top official said today.

The raids, based on information and aimed at curbing the sale of such fake products, were conducted at 55 places in cities like Bengaluru, Hyderabad, Delhi, Kolkata and Coimbatore, TVS Motor Company Senior Vice President K Venkateshwaralu (Parts Business) said.

FIRs had been registered against the culprits for 'violation' of the Copyright Act, he said. "We, with the help of police, have seized more than Rs 50 lakh worth counterfeit spare parts in raids conducted in last three months," he told here. The company planned to conduct similar raids in different parts of the country in the coming financial year also, he said.

Out of the more than Rs 50 lakh worth seized parts, as much as Rs 20 lakh worth fake parts were recovered from Bengaluru alone, Venkateshwaralu said. The company has initiated a Brand Protection Programme to combat counterfeiting of parts in a bid to guarantee distribution and availability of genuine parts to consumers through 4,000 company touch points, the official said.

This was part of the company's commitment to total quality and customer-centric focus and in line with its passion for the safety of its customers and the longevity of its vehicles, he said. Venkateshwaralu said the company hoped for reduction in the penetration of counterfeit parts in markets. As per the Automotive Component Manufacturers Association of India (ACMA), the penetration of counterfeit spares has drastically reduced from 36 per cent in 2010-11 to five per cent in 2016-17 and their place was taken up by parts from an unorganised segment.

Source: <https://www.indiatoday.in/auto/auto-news/story/rs-50-lakh-worth-counterfeit-tvs-motor-spare-parts-seized-1153456-2018-01-24>