

Man held in Meerut for selling fake branded apparel

Sandeep Rai | TNN | Updated: Feb 21, 2021, 07:03 IST



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MEERUT: You name it and he has it -- all popular brands specializing in shirts. For four years, Meerut-based Arihant Jain was the go-to person for many across India for their branded apparel needs. He even clocked an annual turnover of over Rs 2 crore all these years with his wide network and extensive marketing through social media platforms like Facebook

and WhatsApp.

However, the dream run came to an end on Friday night, when officials of the Brand Protectors India Private Limited along with local police raided Jain's showroom and arrested him for selling counterfeit branded apparel. The team also unearthed a large network of distributorship and online marketing of counterfeit apparel.



Jain and a buyer were arrested and booked under IPC section 420 (cheating) and the relevant sections of the Copyright Act. The duo was produced in court on Saturday and both got bail.

Source: <https://timesofindia.indiatimes.com/city/meerut/man-held-in-meerut-for-selling-fake-branded-apparel/articleshow/81129322.cms>