

HARMAN cracks down on JBL product counterfeiters in India



HARMAN recently conducted a raid in collaboration with law enforcement and its investigation team confiscated 54 counterfeit JBL car speakers from car accessories shops across five locations in Kashmiri Gate, New Delhi.

The company says that it is committed to delivering premium and [high-quality products](#) in India. HARMAN reaffirmed its determination to address any threats to its products caused by unlawful sales with firm and immediate action.

The popularity of JBL products makes the brand a hotbed for counterfeiters

Harman has also highlighted some tips on identifying fake JBL products in the subcontinent. It advises customers to be wary of overtly cheap JBL products with compromised quality. It also points out inconsistent cosmetic details as an indicator of a fake product, compared to a genuine JBL gadget. The packaging and genuine JBL logo are also another way of identifying counterfeit products. Genuine JBL products have high-quality packaging with accurate logo placement and color, according to the company.

Furthermore, counterfeit JBL products may feel lightweight, have a chemical odor, or show signs of poor quality, overall. The reputation of the seller can also guide consumers in avoiding counterfeit JBL products.

Vikram Kher, Vice President of Lifestyle at HARMAN India, stated that the company is pursuing rigorous legal actions against individuals engaged in the sale of these counterfeit products. He also said that it is crucial for JBL customers to remain vigilant and purchase products only from authorized retailers.

The investigation is ongoing and will be a regular activity to curb the sale of such products across India. There are no indications yet on the arrests made but the problem of counterfeiting may be widespread in India.

Source: <https://www.gizmochina.com/2024/03/04/harman-cracks-down-jbl-product-counterfeiters-india/>