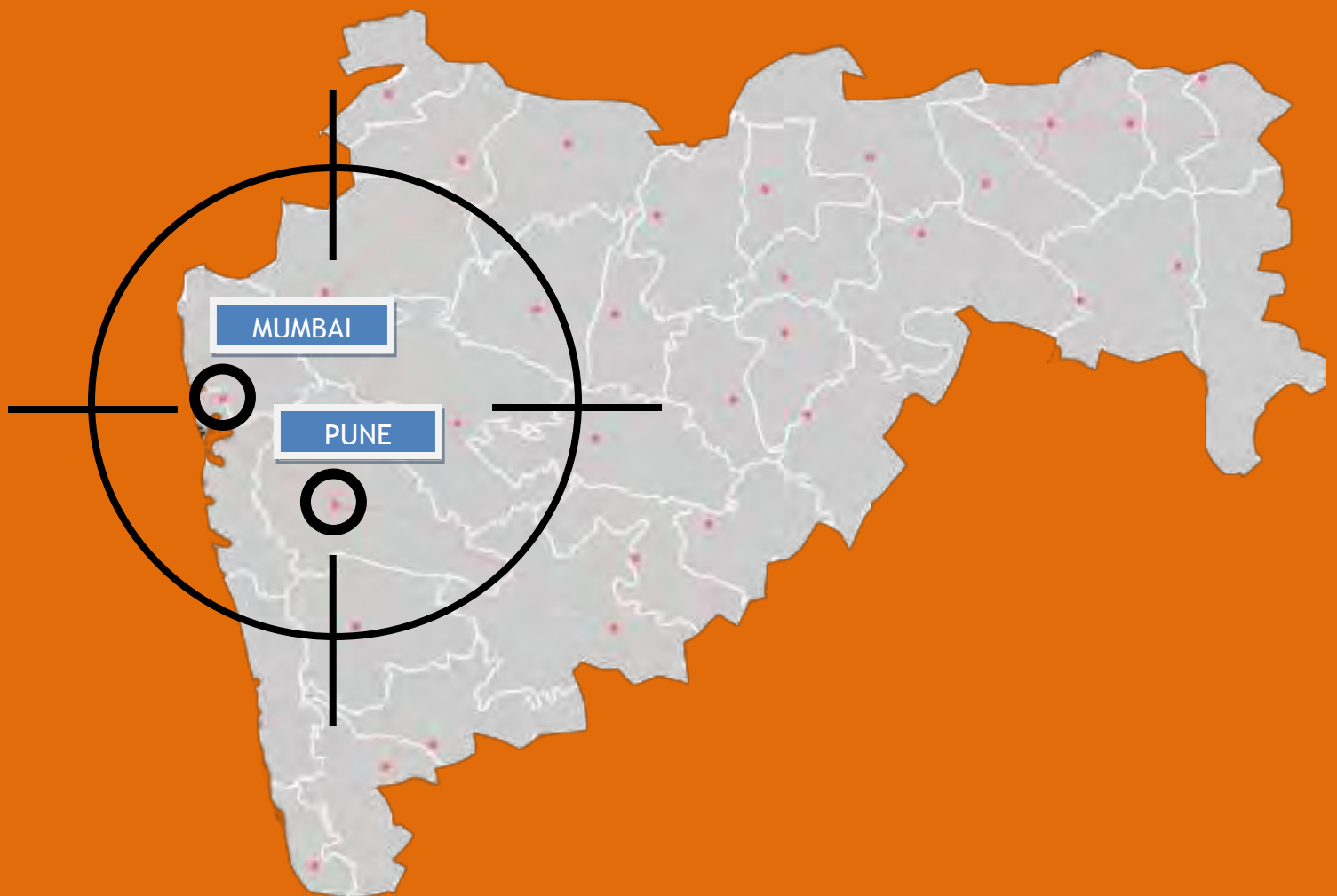


REPORT:



BAJAJ AUTO STARTS ANTI-PIRACY CAMPAIGN AGAINST...

“COUNTERFEITERS OF BAJAJ GENUINE PARTS”



“Counterfeit parts of Bajaj Auto Vehicles Seized in Raids on Counterfeiters at Balam Street, Mumbai & Nana Peth, Pune”.

In October & November 2010, Police Raids were conducted on few automobile spare parts shops in Nana peth, Pune & Balam street, Mumbai, which were packing/selling counterfeit parts of Bajaj spare parts packed in non-genuine packing.

Some unscrupulous packers & shopkeepers deal in counterfeit parts & counterfeit packing of Bajaj auto parts & sell fake parts as genuine Bajaj parts to unsuspecting customers. These criminal actions not only infringe ‘Bajaj Brand’ affecting our credibility, but also cheat the customer who gets a substandard part, which when fitted in the vehicle will not give proper service, besides creating safety hazard for the user. The government also loses precious revenue in terms of taxes.

In order to contain this social menace, Bajaj Auto Ltd has initiated action against such counterfeiters & following shops were raided with the help of Police & the named persons were arrested.

→ Balam Street, Mumbai

1. M/s. Satkar Automobile (Person arrested- Sarvinder Sarvansingh)
2. M/s. Perfect Scooters (Person arrested- Sarbajit Santuksingh)
3. M/s. Raj Ratan Automobiles (Person arrested- Kantilal Pukhrajji Bohra)
4. M/s. Dilip Auto Agency (Person arrested- Dilip Babulalji Bafna)

4000 pieces of Counterfeit Parts, Fake Packing Material, worth ₹ **300,000** (₹ 3 lacs) were Seized from their premises.

→ Nanapeth, Pune

1. Vadera Automobiles, (Person arrested- Dineshkumar Bhikalal Shah)
2. Hundiya Auto spare, (Person arrested- Rajesh Babuji Jain)
3. Union Automobiles , (Person arrested- Dimpri Chhotu Suri)
4. Plaza Auto center, (Person arrested- Mohammed Akhtar Ansari)
5. Pravin brake linings, (Person arrested- Ritesh Pravinkumar Shah)

2000 pieces of Counterfeit Parts, Fake Packing Material, worth ₹ **285,000** (₹ 2.86 lacs) were seized from their premises.

Above offenders have been arrested & FIR has been filed against them under Trademark act.

Bajaj Auto is committed to conduct such raids in all major cities to protect Bajaj brand & the customer.

“We appeal our Discerning Customers to Insist & Buy Bajaj Genuine Parts from our Authorized Dealers & Check For Genuineness by Ensuring that the Package has MRP Sticker with Original Hologram & Other Features. Details of How to Identify a Genuine Bajaj Part is available on http://bajajauto.com/services_gparts.asp”.

What the Media has to Say...

The Leading Auto Magzines and News Papers have helped Bajaj Auto to Increase Awareness of both Dealers & Customers regarding the Spurious Spares Business in the State of Maharashtra by Splashing the Cracking News to their Readers and Prospective Customers & Dealers of Bajaj Vehicles.

Some of the Cutouts from the Media are shown in sections below & the following pages.

DNA Saturday

Pune, November 27, 2010

Just for Hearts, a cardiac rehabilitation centre, near Shivajinagar, Pune, of Maharashtra employees at Shivajinagar, Ne

Fake auto spares worth Rs2.85 lakh seized

Bajaj Auto has started a campaign against counterfeit machinery

DNA Correspondent

Bajaj Auto has started a campaign against piracy in the country conducting raids on a few automobile spare parts shops in Pune along with the Pune police, in which counterfeit parts worth Rs2.85 lakh were seized.

A statement issued by the company on Friday said in order to contain counterfeit spare parts, Bajaj Auto Ltd has initiated action against such counterfeiters and five shops in Nana Peth were raided re-

cently with the help of the Pune police. "Vadera Automobiles (Dineshkumar Bhikaji Shah), Hundiya Auto Spare (Rajesh Babuji Jain), Union Automobiles (Dimple Chohu Suri), Plaza Auto Center (Mohammad Akhtar Ansari) and Pravin Brake Linings (Ritesh Pravin Kumar Shaha) were raided and the police arrested five people in this connection," said the release.

Earlier, the police conducted raids on some automobile spare parts shops in Baram Street, Mumbai, which were packing and selling counterfeit spare parts of Bajaj Auto in non-genuine packing.

"These criminal actions not only infringe on the Bajaj brand, affecting its credibility, but also cheat the customer, who gets a sub-standard part, which when fitted in a vehicle will not give proper service, besides creating safety issues. The government

also loses precious revenue in terms of taxes," said the company statement.

An FIR has been filed against these offenders under the Trade Marks Act, 1999. "Bajaj Auto has taken elaborate steps to ensure that its genuine spare parts are easy to identify. A holographic strip with special characteristics is a part of every packaged part. The details of the security measures are available on the Bajaj Auto website, www.bajajauto.com, under the service section," said the release.

Bajaj Auto has taken elaborate steps to ensure that its genuine spare parts are easy to identify. A holographic strip is a part of every packaged part. The details of security measures are available on www.bajajauto.com

ANTI-PIRACY CAMPAIGN

गाड्यांचे नकली भाग विकणाऱ्या चौघांना अटक

मुंबई, दि. ६ (प्रतिनिधी) - बजाज ऑटो कंपनीने वाहनांच्या नकली भागांच्या उचलोगिरीविरुद्ध देशभरात मोहीम उघडली आहे. पोलिसांच्या मदतीने येथील बलराम मार्गावर टाकलेल्या छाप्यात बजाज ऑटोचे नकली सुटे भाग किरकोळ मेनकापडात बांधले जात असताना पकडले. या कारवाईत चौघा जणांना अटक केली असून चार हजार भागांचा नकली माल जप्त केला आहे. त्याची किंमत तीन लाख रुपयांवर आहे.

या स्वरूपाची गुन्हेगारी फक्त बजाजच्या प्रतिष्ठेलाच नुकसानकारक नाही तर

- सरविंदर सरवनसिंग मेसर्स सत्कार ऑटोमोबाईल
- सरबजीत संतुकसिंग मेसर्स परफेक्ट स्कूटर्स
- कांतीलाल पुखाजी बोहरा मेसर्स राज रतन ऑटोमोबाईल्स
- दिलीप बाबुलालजी बाफना मेसर्स दिलीप ऑटो एजन्सी

दुकानांविरुद्ध कार्यवाही सुरू केली असून त्या सगळ्या दुकानांवर ईआयपीआर आणि मुंबई पोलिसांनी मिळून छापे टाकून अटक केली. मेसर्स सत्कार ऑटोमोबाईल (सरविंदर सरवनसिंग), मेसर्स परफेक्ट स्कूटर्स (सरबजीत संतुकसिंग), मेसर्स राज रतन ऑटोमोबाईल्स (कांतीलाल पुखाजी बोहरा), मेसर्स दिलीप ऑटो एजन्सी (दिलीप बाबुलालजी बाफना) अशी त्यांचे नावे आहेत. त्यांच्यावर ट्रेडमार्क कायद्यान्वये गुन्हा दाखल केला आहे.

ग्राहकांचीसुद्धा फसवणूक करणारी आहे. हे भाग वाहनांमध्ये बसवल्यानंतर चांगले काम करत तर नाहीतच शिवाय सुरक्षेचे प्रश्न निर्माण करून ठेवतात. शासनालादेखील त्यांना मिळणाऱ्या कराला मुकाबे लागते.

या समाजविघातक कृतीविरुद्ध बजाज ऑटोने संबंधित उचलोगिन्यांविरुद्धात आणि मुंबईतील बलराम मार्गावरील त्यांच्या संबंधित असलेल्या

लोकमत

दिव्य भास्कर

divyabhaskar.com

६. मुंबईमां बजाज ओटो कंपनीना नकली पार्ट्स जप्त



पोलीसे ग्रान्ट रोड विस्तारणी वार दुकानमां दरोडा पाड्या छता. - भास्कर

भास्कर न्यूज. मुंबई

पोलीस अने ईआयपीआर (एन्फोर्सर्स ऑफ इन्टेल्ज्युअल प्रोपर्टी राईट्स)ना अधिकारीओअे दनिश मुंबईमां डेटलीक दुकानोमां दरोडा पाडीने बजाज ओटो कंपनीना नकली पार्ट्स मोटे पाये जप्त क्यो छता.

यार स्थणे सांगमटे दरोडांमां बजाज ओटो कंपनीनुं नकली अंजिजन किट, थू ब्रेक, जोईन्ट किट, ओईल मील जपन करवांमां आव्या छता. आ

तमांम पार्ट्स मणीने रु. २.४० लाय मूल्यना छे, अेम पोलीसे जप्ताव्युं छतुं. ग्रान्ट रोडमां सत्कार ओटोमोबाईल्समांथी सरविंद सरवन सिंग (४५), परईकट स्कूटर्समांथी सरबजित संतुक सिंग, राज रतन ओटोमोबाईल्समांथी कांतीलाल पुपराजख बोहरा अने दिलीप ओटो एजन्सीमांथी दिलीप बाबुलालख बाकनी धरपकड करवांमां आवी छती. तेमनी पासेथी मोटे पाये नकल करेली योजे जपन करवांमां आवी छती, अेम पोलीसे जप्ताव्युं छत.

[Home](#) » [Bikes](#) » Bajaj Auto starts anti-piracy campaign

Bajaj Auto starts anti-piracy campaign

by Rahul Basu | Posted on 26 Nov 2010 | 283 Views | 1 Comments

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Counterfeit parts of Bajaj Auto vehicles seized in raids in Mumbai, Pune



The size of the replacement auto components market in India is estimated to be \$4 billion, or nearly 22% of the \$18 billion auto component market. And with the Indian auto sector growing at such a phenomenal pace, sales volumes of spurious parts are only going to get higher.

Sadly, its one of the country's leading bike manufacturers, Bajaj Auto which is paying a heave price for this global catastrophe stagnating the auto component business. As per figures revealed by Bajaj, the company is suffering a loss of Rs. 500 crore yearly as a result of the widespread counterfeit parts business, now thriving in India.

Curbing the 'Counterfeiting' crime



With the help of EIPR Mumbai & the Mumbai Police, Bajaj has now managed to nab four dealers selling fake automotive parts in Balaram Street, Mumbai. The owners of Perfect Scooters, Raj Ratan Automobiles and Dilip Auto Agency have been arrested and an FIR has been filed against them.

The two and three-wheeler manufacturer has now also taken elaborate steps to ensure that its genuine spare parts are easy to identify. A holographic strip with special characteristics is a part of every packaged part. The details of the security measures are detailed on the Bajaj Auto website: http://www.bajajauto.com/services_gparts.asp



In the best interests of loyal customers of Bajaj Auto, Ramakrishnan Adiga, VP - Space, Bajaj Auto Ltd. has suggested the following tips to potential buyers to prevent them from being cheated of an original Bajaj product/spare part.

HOME / GENERAL NEWS / BAJAJ STARTS CAMPAIGN AGAINST FAKE SPARES

Bajaj auto cracks down on spurious spares

Manufacturer takes action against fake spare retailers

By Overdrive Team

2 comments

Blish this!

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Bajaj Auto has begun making a concerted effort to reduce spurious spares in the market. A raid was conducted in Mumbai recently where spurious Bajaj spares worth Rs 3 lakh were seized. These spares were sold in fake Bajaj packaging. Bajaj takes precautions to ensure its spares are genuine (details are available on the Bajaj website) but there has been an influx of fakes in the market.

Bajaj promises more raids in cities across the country to cut down on the sale of fakes.

Pune: Bajaj Auto has started a campaign against piracy in the country. The Police have conducted raids on few automobile spare parts shops in Balaram Street, Mumbai, which were packing & selling counterfeit parts of Bajaj spare parts packed in non-genuine packing.

These criminal actions not only infringe 'Bajaj brand' affecting brands credibility, but also cheat the customer who gets a substandard part, which when fitted in vehicle will not give proper service, besides possibly creating safety issues. The government also loses precious revenue in terms of taxes.

In order to contain this social menace, Bajaj Auto Ltd has initiated action against such counterfeiters & following shops in Balaram Street, Mumbai were raided with the help of EIPR Mumbai & Mumbai Police & the named persons were arrested.

- 1) M/s. Satkar Automobile (Mr. Sarvinder Sarvansingh)
- 2) M/s. Perfect Scooters (Mr. Sarbajit Santuksingh)
- 3) M/s. Raj Ratan Automobiles (Mr. Kantilal Pukhrasji Bohra)
- 4) M/s. Dilip Auto Agency (Mr. Dilip Babulalji Bafna)

Above offenders have been arrested & FIR has been filed against them under Trademark act. 4000 pieces of Counterfeit parts, fake packing material, worth Rs. 3 lacs were seized from their premises.

Bajaj Auto has taken elaborate steps to ensure that its genuine spare parts are easy to identify. A holographic strip with special characteristics is a part of every packaged part. The details of the security measures are detailed on the Bajaj Auto website: www.bajajauto.com under the Service section.

Bajaj Auto has conducted similar raids in Pune & will conduct such raids in all other cities across the country to protect Bajaj brand & the customer.

Raids At A Glance...



Raids At A Glance Continued...



Raids At A Glance Continued...



Raids At A Glance Continued...



Raids At A Glance Continued...



3 Points to Check Before Purchasing Spares:

- ➔ Buy Bajaj Genuine Parts from our Authorized Dealers
- ➔ Check for Genuineness by Ensuring that the Package has MRP Sticker
- ➔ Check for Original Hologram & Other Features.

For Complete Details please Visit: http://bajajauto.com/services_gparts.asp