

# **Security Features and Security Features**

## **Management System.**

# About Security Features and Security Features Management System.

- EN 04/2019 and EN 07/2021
- Objectives
  - To protect Manufacturer's products from duplication
  - To Ensure Tax is paid
  - Effectively manage the tax system
- MOF selected **Madras Security Printers Pvt. Ltd.**, (MSP) through an international bidding process on a Build, Own and Operate (BOO) business model.

# The Main Components of Security Features and Security Features Management System is

- Fool Proof Stickers / Digital Codes –
  - A Self-adhesive paper based stickers that are affixed on the alcohol packages like Bottles, Tetra Pack, Cans & Kegs
  - Digital Codes that are printed on the alcohol packages like Bottles and Cans (High-speed production lines)
- Fool Proof Stickers Management System –
  - Web portal that enables the manufacturer to place order for the stickers with EDSL and manage the inventory. The web portal will also provide some useful reports to the manufacturer

# About Foolproof Sticker and Digital Stickers

- Foolproof Stickers were manufactured with three levels of High Security Printing Features viz., Overt, Covert and Forensic features.
- The Foolproof Stickers were designed with different colour coding, sizes, images according to various categories of liquor and liquor-based products.
- The Digital Stickers also have three levels of security features and were directly marked on the liquor and liquor-based products.
- The Stickers had unique identifier embedded on QR code in case of Physical Stickers and Data-matrix code in case of Digital Stickers.



# Where should it be Affixed / Printed

On Liquor/Arrack/Toddy/Wine Bottle



Fool Proof  
Sticker Affixed in "L"  
Shape from the bottle  
cap to one side of the  
neck of the  
Liquor/wine bottle



Fool Proof  
Sticker Affixed  
in "L"  
Shape



QR Code/Dot  
Matrix/Data  
Matrix

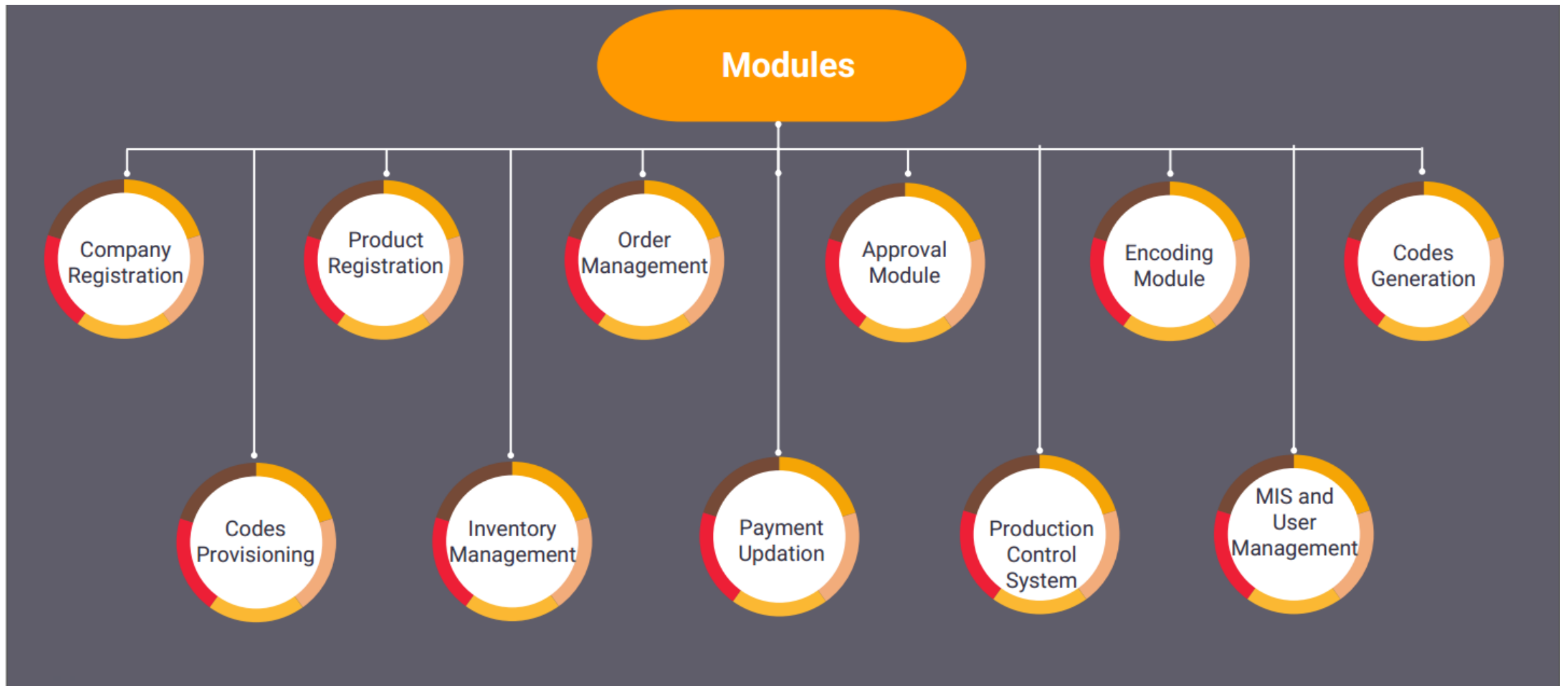
On Bottle Caps, Crown Caps, Bottom of the Beer Cans

ABC0123456789

Alphanumeric Code

On Bottle neck and Bottom of the Beer Cans

# Security Features and Security Features Management System.



# Track and Trace Solution

- MSP implemented Track and Trace Solution for the Excise Department Inspectors and Consumers
- MSP provided Hand-held Device Mobile Application, Verification through online portal.
- The track and trace solution shall verify the product by scanning the unique identifiers embedded in QR Code and Data-matrix codes.
- The result of the verification will be different for consumers and EDSL inspectors.
- The Consumers shall be provided with an option of reporting any non-compliance through the mobile application

