

1. Olivia Cosmetics (Cosmetics)

Before: Rising counterfeit creams in retail.

Change: Serialized Muhafaz stickers with WhatsApp verification.

After: Higher consumer trust and fewer fake claims.

2. Ultra Tech Cables (Electronics)

Before: Grey market cables damaging warranty programme.

Change: QR + scratch verification at distributor level.

After: Clearer channel visibility and reduced fraud.

3. Poonia Brothers (Consumer goods)

Before: Product diversion across regions.

Change: Batch stickers with track and trace reporting.

After: Improved distributor accountability.