

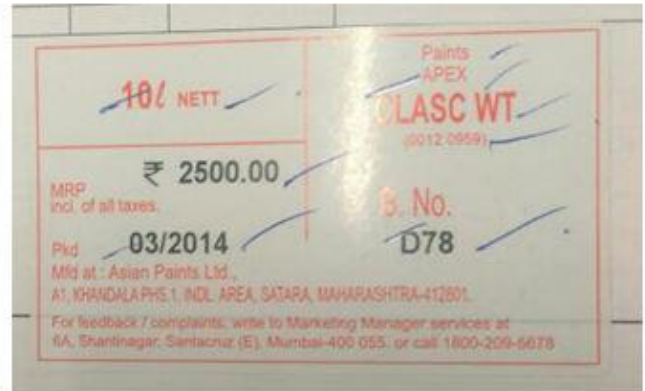
Asian Paints

APEX CLASC WT

Batch:- D78

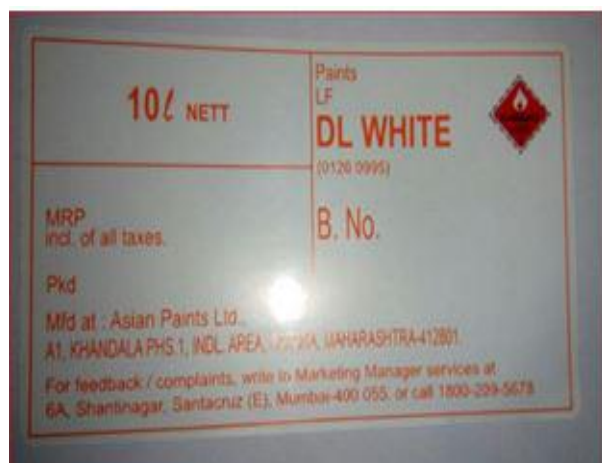


Received from Market



ORIGINAL

1. Pkd dt is mentioned instead of only Pkd in market label
2. Pre-printed B.No is at different position. Batch no. (D78) Position is different.
3. There is a space between D and 78 of batch no.
4. Market sample label is with square corner instead of round corner
5. The spacing in letters of MRP is more as compared to original label
6. Partial bracket is found to be thick bordered as compared to original



Original Label



Duplicate Label

- 1-MFD address is printed on label is APL-Bhandup plant & Batch code mentioned is D15, APL Bhandup plant is non operational now and batch code of Bhandup plant is start from Prefix B [As per MF MAT 18]
- 2-For APL Khandala we are using PP labels since last 8 months in all pack sizes but in this case label found is a paper label
- 3-Variation in font size found, MRP & Pkd Date font size is larger than Batch No.
- 4-Ink used for printing labels is ORANGE but in this case colour of preprinted matter is found RED
- 5-For APL-Khandala preprinted matter of packed date is only Pkd but in this case it is found Pkd dt
- 6-For APL-Khandala no space is provided in preprinted matter of Maximum retail Price i.e. it is mentioned only as MRP, But in this case it is found as M R P
- 7- Difference in customer care number is found :In APL-Khandala plant label customer care number mentioned on label is 1800-209-5678 but in this case of duplicate product it is found as a 1800+209-5678
- 8-Duplicate label is with square corner instead of round corner
- 9-Variation in flammable logo is observed : Flame symbol present in flammable logo is in WHITE colour whereas in duplicate material it is denoted by RED Colour
- 10-In APL-Khandala: D15 batch of LF DL WHITE Paint is NOT Manufactured.



Original Art work

Paints

Regd office:
Asian Paints Limited, 6A, Shantinagar,
Santacruz (East), Mumbai - 400 055.

For more information, visit our website www.asianpaints.com
For feedback / complaints, write to Marketing Manager - Services
at the above address or call 1800-209-5678.

WARNING: IMITATION OF GRAPHICS
IS A PUNISHABLE OFFENCE.

No Added Lead, Mercury,
Arsenic & Chromium

asianpaints

LUSTRE
INTERIOR WALL FINISH

Asian Paints Interior Wall Finish - Lustre is an extremely durable,
semi-gloss finish for your walls.

DIRECTIONS FOR USE

1 CLEANING: Sand the surface with Emery Paper 180 to remove loose particles, peels, dust/grains and cracked or flaked paint. Wipe Clean.

2 PRIMER: Apply a coat of Asian Paints Decorative Wall Primer. Substr./Water Thinnable. Allow drying for 4-6 hours.

3 PUTTY: Smoothen the surface by filling dents with this coat of Asian Paints Acrylic Wall Putty. Allow drying for 4-6 hours. Sand with Emery Paper 180 and wipe clean.

4 PRIMER: Apply another coat of Asian Paints Decorative Wall Primer. Substr./Water Thinnable.

Allow drying for 4-6 hours. Sand with Emery Paper 320 and wipe clean.

5 TOPCOAT: The use of Asian Paints Interior Wall Finish - Lustre with 20-40 ml of Mineral Turpentine Oil. Apply 2-3 coats of paint with an interval of 8 hours between consecutive coats.

Maintenance Tip:
For removing stains, clean the surface using a sponge with a mild soap solution. Once you finish, wipe the surface clean. Ensure a drying time of 3 weeks for the paint before cleaning.

Indus



v Asian paints spell character (font type) different from Master art work.					
v In Customer care declaration					
1	Asian paints name and Interior logo is printed in reverse manner on the duplicate drum				
2.	“. “ missing after website address.				
3.	“/” missing in between “feedback and complaints”.				
4.	“RUNISHABLE OFFENCE “written instead of “PUNISHABLE OFFENCE”.				
5	Shade of duplicate drum is much darker and not matching standard				

Tractor EmI WHITE

Batch:- D308



Duplicate



Original

1. Gap between the label edges and border is more in the market sample case
2. The font seems to be slightly different if one looks closely at say 10L NETT and other characters
3. In case of market sample, the border surrounding 10L NETT is more thicker as compared to the border which is across the label. In our case for both the vendors, it is standardized across the label.
4. The spacing in letters of MRP is more as compared to original label
5. Duplicate label is with square corner instead of round corner
6. In market label the spacing between the 2nd line of MFD address and 1st line of customer service address is less as compared to original